



Creating a Concur webinar for your customers

Includes:

About the webinar

Copy – email sample and landing page

Presentation Link

About the webinar:

WHO

The best targets for this webinar are Finance contacts within your customer base.

WHAT

The webinar is a web-based meeting which provides an easy and scalable way to communicate the partnership and value proposition to your customers. We have webinars about expenses automation and AP automation

WHEN

We conduct webinars on a regular basis, and recommend that as part of your launch plan, you work with your business development manager to schedule a webinar within the first 3 months of signing up to the Advisor programme.

WHY

This is a great opportunity to get a Concur expert to talk to your customers about why automation matters and why expenses is a key area that they should be focussing on. This is an effective way to drive initial interest which soon turn into referral leads and revenue for you!

HOW

Once you have decided to host a webinar, Concur will provide a presenter and sample copy is attached. We recommend you have a follow-up plan on how to drive attendees and are also happy to advise you with best practice.

EMAIL INVITATION SAMPLE COPY:

Suggested Subject Line: Invitation: How to increase visibility in your business spend and drive growth

Dear [First Name],

Finance leaders across the UK have shared with us their business challenges when it comes to driving sustainable growth – lack of visibility into employee spend to inordinate amount of time spent on operational issues. With £8.2 billion spent in the UK on employee expenses each year, 9% which are out of policy, expenses automation is now becoming an increasingly important focus area.

Join our partner Concur for this live webinar, where they will highlight why businesses choose to automate their spend management and how this has impacted their teams and bottom line.

Register now

LANDING PAGE SAMPLE COPY:


Increase visibility of your business spend and help drive sustainable growth

Finance leaders across the UK have shared their business challenges when it comes to driving sustainable growth – lack of visibility into employee spend to inordinate amount of time spent on operational issues. With £8.2 billion spent in the UK on employee expenses each year, 9% which are out of policy, expenses automation is now becoming an increasingly important focus area.

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Webex details to be provided after you register.

Examples:

 CONCUR

Webinar: Increase visibility of your business spend and help drive sustainable growth


Dear Rachel,

Finance leaders across the UK have shared with us their business challenges when it comes to driving sustainable growth – lack of visibility into employee spend to inordinate amount of time spent on operational issues. With £8.2 billion spent in the UK on employee expenses each year, 9% which are out of policy, expenses automation is now becoming an increasingly important focus area.

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[Register now](#)

Event Details:
Date: Tuesday, 7 April, 2015
Time: 3:00 - 3:30 pm GMT
Cost: Free
Webex details to be provided after you register.

 CONCUR

Increase visibility of your business spend and help drive sustainable growth

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Event Details:
Date: 20 May, 2015
Time: 3:00 - 3:30pm GMT
Cost: Free

Webex details to be provided after you register.

About Concur:
Concur, a part of SAP, is the leading provider of spend management solutions and services in the world, helping companies of all sizes transform the way they manage spend so they can focus on what matters most. Through Concur's open platform, the entire travel and expense ecosystem of customers, suppliers, and developers can access and extend Concur's T&E cloud. Concur's systems adapt to individual employee preferences and scale to meet the needs of companies from small to large.

Register For This Webinar
20 May, 2015 at 3pm GMT

First Name

Last Name

Business Email

Company

Postal Code

Business Phone

Title

Country

Number of Employees

[Submit](#)

Click here to view webinar presentation

(please note this is subject to change. For the most updated copy, speak with your business development manager)