READYING ADAMFTD FOR LAUNCH

Leveraging Webinars for Strategic Engagement and Endorsement

The International Trade Council (ITC) and the International Centre for Trade Transparency (ICTTM) have been strategically utilizing webinars to not only disseminate valuable information across a wide range of topics pertinent to international trade but also to subtly weave in discussions about the ADAMftd concept and the importance of supply chain transparency.

These webinars, hosted by independent experts in fields such as manufacturing, logistics, trade finance, information technology, banking, trade law, and intellectual property protection, serve as an indirect endorsement of ICTTM (and the ADAMftd platform). By incorporating the ADAMftd concept into each session, presented by third parties, we establish a feedback loop of endorsements, enhancing the credibility and visibility of the ITC, ICTTM, and ADAMftd product among a targeted audience.

Strategic Focus on Supply Chain Transparency Webinars

In a dedicated effort to deepen the conversation around supply chain transparency, the ITC will produce its own series of webinars focused explicitly on this topic. These webinars are designed to educate and inform on an educational basis, offering insights into the challenges and solutions within supply chain transparency. By redistributing and co-branding these webinars with our MOU partners, we aim to extend our reach and firmly establish the necessity for a product like ADAMftd, guiding the audience toward recognizing its value and relevance in today's trade environment.

Why Webinars Are an Effective, Almost Zero-Cost, Outreach Tool

- **Endorsement by Third Parties:** The experts presenting our webinars bring with them an implicit endorsement of ITC/ICTTM and the ADAMftd concept, lending credibility and authority to our initiatives.

- **Expansion of CRM Leads List:** Attendees of these webinars become part of our CRM, allowing for direct follow-up and engagement, transforming attendees into potential leads.

- **Increased Social Media Interaction:** Each webinar serves as an opportunity to gain feedback, increase followers, and engage with a broader audience on social media platforms.

- **Content Repurposing Across Platforms:** The content generated from these webinars can be repurposed across various social media platforms, extending the life and reach of the information shared.

- **Educational Engagement:** Through providing valuable, non-commercial content, we attract a diverse audience base interested in educational rather than sales-oriented material.

The strategic use of webinars by the ITC and ICTTM not only underscores their commitment to fostering a knowledgeable and connected trade community but also strategically positions the ADAMftd concept within the larger discourse on international trade and supply chain transparency. This innovative approach to leveraging webinars ensures that the conversation around ADAMftd and the importance of supply chain transparency continues to grow, bolstered by third-party endorsements, an expanding audience base, and strategic content dissemination. Through these efforts, we aim to not only educate and inform but also build a solid foundation of support for the ADAMftd platform, ultimately leading to its successful adoption and implementation across the global trade ecosystem.

Examples of Recent Webinars

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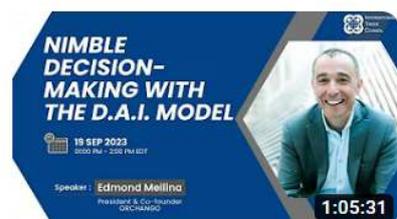
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