

FIBRE2FASHION INDUSTRY WEBINARS

CASE STUDY

How Fibre2Fashion used it's 2 decades of textile & apparel industry knowledge and network to deliver unparalleled webinar experience while exploring diverse subjects.



OVERVIEW

We introduced Web-Seminars or Webinars as a means of disseminating knowledge pertaining to latest trends, analysis and data of textile & apparel industry. These webinars are conducted as a Live experience with subject-matter expert 'Presenter(s)' tending to questions / queries specific to individual business challenges as per the webinar topic. From Digital Textile Printing to Athleisure, we have pondered upon various domains. As our Webinars hold a global relevance, we receive registrations from various geographies and across various professional disciplines. Thus, understanding the dynamism of our registrants we make sure that all our Webinars can be accessed on-demand afterwards through our website, making it convenient for our users to learn and grow at the comfort of their home or office.

CLIENT TESTIMONIAL



The overall experience of conducting the webinar was very positive. Fibre2Fashion provided the necessary instruction and facilitation prior to the webinar. The number of attendees were as per my expectations and being relevant audience they stayed on till the end.

Eric Beyeler

Global Marketing Manager
Inks at DuPont

APPROACH



Testing Content

Leveraging on Fibre2Fashion's long history in textile & apparel sector we make sure the content for presentation is as per industry benchmarks and does not mislead the audience, before it goes live.



Accurate Targeting

Over the years, we have amassed a myriad of audience network who visit-register on our website, follow us on social media or have subscribed to our newsletter. For creating relevant impact, our operations and marketing team reach the most relevant audience as per the Webinar topic.



Multi-Device Optimization

As per a study conducted by our marketing team, we found 59% of the webinar attendees logged-in through their smartphones. Therefore, all our webinars have been multi-device optimized.



Analytics & Reporting

Post-webinar we develop an in-depth analytical report to give a complete overview on webinar performance, audience persona, level of engagement and audience feedback.

RESULTS



15 Hours
of On-Demand
Webinars



8,000+
Registrations



30%
Attendance Rate



4.5/5
User Rating

ATTENDEES FEEDBACK

"Thanks for sharing the webinar content. Now I'm following Fibre2Fashion on LinkedIn and I'll participate in next webinars for sure. I took a look at the content and I liked a lot, very good and insightful information."

Mr. Alberto Buss

South America Active Outwear Segment Leader
Lybra, Brazil

"Thank you for sharing. I have gone through the webinar and believe this is an important topic that we as a retailer needs to look into. We have a large cooperation with a charity that collect all unsold products. However, what we do need to investigate is the total production and ways to reduce this as much as possible."

Elisabeth

Global CSR Specialist | Buying and Production - Global Production
Varner, Norway

"Thanks for the Webinar. It was really helpful to understand the various factors for Apparel Sourcing and prepare strategy for Brand Building by our Clients."

Vijay Bhaskar Reddy

Project Manager- South
Agri Business Initiatives
IL&FS Cluster Development Initiative Ltd

"I have seen the webinar on global apparel market, it was very informative."

Jagpreet Singh

Phoenix Multinational

SPONSORED WEBINARS

Fibre2Fashion provides a 360-degree Webinar hosting experience, including technical assistance, hosting platform, marketing & promotions and Live operational assistance. We had the opportunity to host some very intriguing and thought-provoking webinars from our clients.



Client: Kornit Digital

Webinar: Shorter Run Times and On-Demand Production is the Way Ahead

Presenter: Ms. Sharon Donovich, Senior Product Marketing Manager, Direct-to-Fabric, Kornit Digital

About: With Industry 4.0 gearing up all over, the Textile Industry is now expected to respond to trends and customer needs in no time, shorter runs, one-offs and the ability to print on demand are driving the MICRO-FACTORY Concept



Client: Kornit Digital

Webinar: New Age Direct-To-Garment Printing Solutions at Lowest Running Costs

Presenter: Mr. Ashan Dhunna, Regional Manager - South Asia, Kornit Digital

About: Unlock the potential of a digital garment printing solution that ensures you incur the lowest running cost with a superior print quality.



Client: DuPont

Webinar: High Performance Textile Pigment Inks For Sustainable Digital Printing

Presenter: Mr. Eric Beyeler, Global Marketing Manager – Inks at DuPont

About: How to achieve brilliantly colored textile prints, sustainably, with lasting appeal.



Client: Centric Software

Webinar: Coronavirus Outbreak: Brands and Apparel makers are Redefining the Game plan and opportunity

Presenter: Mr. Nick Wei, Regional Sales Director at Centric Software

About: Empowering digital transformation in manufacturing and retail to stay ahead of the competition during uncertain times caused by Covid-19 pandemic.

CONCLUSIONS

To transform quality content into quality industry impact, B2B brands need access to premium, relevant audience to which knowledge can be disseminated. Attribution is also crucial, giving businesses the ability to measure the 'relevance' of their topic, and how it translates to actual conversions. Fibre2Fashion have combined these elements to help companies see their awareness & marketing campaign through webinars a success.