ecoTECH Webinars
Information For Customers

ecoTECH webinars are free, engaging virtual events that connect tech innovators and researchers to explore how emerging technologies are reshaping ecology and conservation. Each 90-minute session highlights real-world applications, showcases cutting-edge tools, and sparks conversation where tech meets the natural world.

We're proud to work with forward-thinking partners like Map Impact and Wilder Sensing. Topics have ranged from satellite data and bioacoustics monitoring to image recognition and AI-driven insights - with more to come.

Why promote my product through ecoTECH webinars?

ecoTECH webinars do more than just showcase products—they build brand visibility, spark interest, and connect tech companies with potential customers. Each session highlights innovative tools and services while also educating and inspiring professionals in ecology and conservation.

Curated by The Biological Recording Company, every webinar is tailored to deliver relevant, accessible content for those keen to explore emerging technologies.

These events also provide access to our trusted natural history network, developed through years of collaboration and outreach. In addition to ecoTECH, we run successful virtual programmes like entoLIVE and the Biodiversity Net Gain symposiums, create self-paced training courses, partner on natural history projects, and deliver in-person events and workshops.

Want to see the results? Check out the 2023–2024 ecoTECH engagement figures below.

Date	Event Title	Booked	Attended	YouTube Views	Blog Views
15/11/23	Can Satellite Imagery Data Be Used For Biodiversity Net Gain?	1,324	623	2,027	1,071
08/02/24	Local Nature Recovery Strategies: Update and Challenges	1,129	529	1,142	1,411
09/07/24	How Can We Use Sound to Measure Biodiversity?	1,068	410	1,028	904
16/07/24	Windermere's Water Quality: From Satellite To River Bank	467	158	349	151
17/09/24	Can Passive Acoustic Monitoring of Birds Replace Site Surveys?	990	387	1,022	518
14/10/24	Can Earthworms Be Identified Through Images and AI?	327	115	331	429
12/11/24	Climate Change, Biodiversity & Natural Capital: Building: Resilience in the Environment	980	446	947	660
26/11/24	The Wilder Sensing Guide to Mastering Bioacoustics Bird Surveys	727	336	1,009	642

Delivering a truly engaging online experience takes more work than meets the eye. When you partner with us, you can focus on showcasing your product while we handle the logistics and audience engagement. We're proud of the high-quality support we provide to both our ecoTECH clients and attendees.

What is included in the ecoTECH package?

From start to finish, we handle the planning, promotion, and delivery of your webinar so you can focus on sharing your expertise and showcasing your products.

Planning & Setup: We begin with a **collaborative planning meeting** to agree on a webinar theme, set the date, and decide who from your team, clients, or partners will present. After that, we take the lead in organising and delivering the event.

Before the Webinar: We'll collect all the necessary details from your speakers and create the event listing. Using our **Eventbrite Boost** subscription, we'll manage bookings and fully leverage Eventbrite's promotional tools. We'll also promote the webinar through our own marketing channels and support you in reaching your network. Booking management, attendee enquiries, and GDPR-compliant opt-ins for your mailing list are all covered. To ensure everything runs smoothly, we offer optional **Zoom practice sessions** for all presenters.

On the Day: Our team will **host and manage the Zoom webinar** for up to 500 live attendees. Beyond the basics like housekeeping and recording the session, we're active behind the scenes to ensure everything runs seamlessly. We also monitor the chat throughout to deliver a professional, interactive experience that stands out from standard webinars.

After the Webinar: We keep the momentum going. Presentation recordings are uploaded to the **Biological Recording Company YouTube channel** the same day and shared with all registrants via Eventbrite. We also produce a follow-up blog featuring the video, a transcription of the Q&A, and helpful links (including how to learn more about your products). A final follow-up email directs attendees to the blog, and we share all outputs across our social media channels for maximum visibility.

How much does an ecoTECH webinar cost?

ecoTECH webinars are available at a cost of £1,000 + VAT per webinar. For this fee, we will allow up to 1,200 bookings (with a live audience of up to 500). This includes the planning, delivery and follow-up for the webinar. A breakdown of the costs as it would appear on the invoice is provided below.

Details	Quantity	Unit cost	Total cost
ecoTECH Webinar Delivery Fee	1	£600.00	£600.00
Webinar Follow Up – Blog and Videos	1	£250.00	£250.00
Webinar Naturalist Contractor Fee	2	£75.00	£150.00
VAT @ 20%	1	£200.00	£200.00
	Total		**£1,200.00**

Where bookings exceed 1,200, we predict a live audience of 500+, which incurs additional costs such as increased Zoom audience and an additional Webinar Naturalist. We will cap bookings at 1,200 and check if you'd like to pay the additional fee of £200 + VAT to reach a larger audience.

Our services are invoiced in full on the day of the event and are due within 30 days.

Email us at info@biologicalrecording.co.uk to discuss ecoTECH webinars further