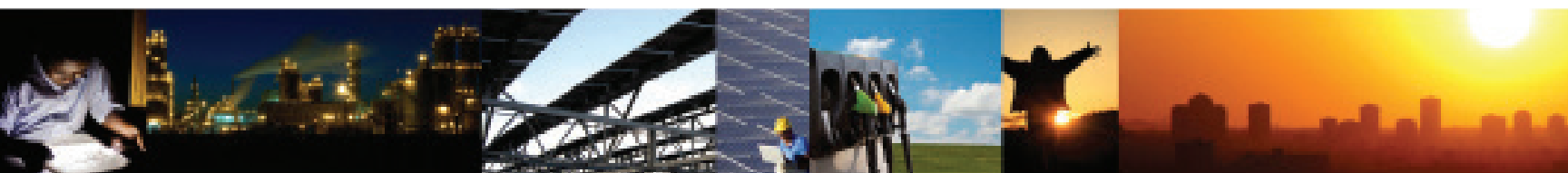


# Entering the thought leadership sphere

## How educational webinars can establish influence and context



### Edward Saltzberg

*Founder and President of ERS Advisors*

Educational webinars can be an effective way to cement thought leadership in research and program areas, expand your technical network, influence the context for national science and technology policy priorities, position yourself for funding and increase enrollment.

Formed in late 2009, the Security and Sustainability Forum (SSF) is a public interest educational organization that convenes global experts in free online events to address the threats to society from climate change and other disruptions to natural systems.

In this one-hour seminar, Dr. Edward Saltzberg, Managing Director of the Security and Sustainability Form, will discuss how he has used digital media to attract a global following of over 10,000 sustainability professionals. He will also explain the research forums he is developing with LightWorks and the Security and Defense Systems Initiative and the online sustainability educational programs he will be developing with the School of Sustainability, as well as ideas for other initiatives using online collaboration and convening methods.

#### **Security and Sustainability Forum numbers at a glance:**

- 40 webinars produced, 15 planned
- 450 average attendance
- 10,500 participating contacts

**Thursday, November 20**  
**11:30 a.m. – 1:00 p.m.**  
**Memorial Union, Alumni Lounge 202 (ASU Tempe )**  
*Light lunch will be provided*

Seating is limited. Please RSVP at

**RSVP: [sustainability.asu.edu/events](http://sustainability.asu.edu/events)**

Questions:  
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