

BRANDED EVENTS 2024

1ST QUARTER

Marketing Webinar Healthcare - Wednesday, February 21, 2024

2ND QUARTER

Women's Summit - Tuesday, May 14, 2024

Marketing Webinar Education - Wednesday, May 22, 2024

High School Standouts - 1st week of June, 2024

Top Workplaces - Thursday, June 20, 2024

Advance Digital Summit - Thursday, July 18, 2024

3RD QUARTER

Top Nurses Awards - Thursday, September 12, 2024

Marketing Webinar Topic TBD - Wednesday, September 18, 2024

A Guide to Medicare - Thursday, October 24, 2024

4th QUARTER

Marketing Webinar Topic TBD - Wednesday, November 20, 2024



MARKETING WEBINAR - HEALTHCARE

FEBRUARY 21, 2024 (Wednesday)

1st QUARTER

VIRTUAL EXPERIENCE

This educational webinar focuses on patient acquisition strategies.

In an age when every patient is an online researcher and reviewer, hospitals and physician practices must work harder than ever to tell their story and build their brand. This webinar will help healthcare providers identify and engage new patients, while at the same time building trust and reputation online in order to increase referrals from other providers.



WOMEN'S SUMMIT

MAY 14, 2024 (TUESDAY)

2ND QUARTER

IN PERSON EVENT

SALES DEADLINE

Friday, March 29, 2024

In its 5th year, the cleveland.com Women's Summit is dedicated to connecting and inspiring hundreds of women.

Attendees and partners experience a day of empowerment at the Women's Summit—an all-day conference uniting women, influential speakers, and endless opportunities. Inspiration igniting, networking building, and engaging in dynamic discussions.

The Women's Summit is a transformative day of personal and professional growth, where connections flourish, voices amplify, and empowerment reigns.



MARKETING WEBINAR - EDUCATION

MAY 22, 2024 (WEDNESDAY)

2nd QUARTER

VIRTUAL EXPERIENCE

This educational webinar focuses on student acquisition strategies.

Amidst state funding increases for colleges and universities across the nation in 2023, the decline of college applicants remains consistent. While examination of college affordability, possibilities of tuition freezes and gaps between financial aid and tuition rates are happening, the slowing of enrollees may be a stark predictor. Institutions are applying the marketing principles of business to best impact recruitment, some with impressive results.



HIGH SCHOOL STANDOUTS

1st WEEK of JUNE 2024

2ND QUARTER

IN PERSON EVENT

NOMINATION PHASE

Sunday, February 4 –
Sunday, February 25, 2024

SALES DEADLINE

PRESENTING SPONSORSHIP
Tuesday, January 30, 2024

ALL OTHER SPONSORSHIPS

Friday, May 19, 2024

An Academy Awards-style High School student awards ceremony, honoring local students, teachers, and coaches who exemplify the best in the classroom, on the field, and in their communities.

The honorees are nominated by the readers of cleveland.com & The Plain Dealer and area school districts.

Celebrities, sports icons, and community game changers are present at this red-carpet affair together with over 600+ students, their families and friends.



ADVANCE DIGITAL SUMMIT

JULY 18, 2024 (THURSDAY)

3rd QUARTER

IN PERSON EVENT

A day-long gathering for marketing professionals from all industries to level-up the game on all things digital.

A mix of masterclasses, panel discussions, keynotes, and strategy sessions provide the attendees with the tools to make the right decisions and execute their digital marketing strategy like an expert.

The summit provides actionable insights and tools that can be implemented right away to fire up your digital marketing engine.



TOP WORKPLACES

JUNE 20, 2024 (THURSDAY)

2ND QUARTER

Virtual Experience

NOMINATION PHASE

Sunday, December 3, 2023 –
Friday, February 2, 2024

SALES DEADLINE

Sunday, May 24, 2024

In its 15th year, Top Workplaces celebrates Northeast Ohio's standout companies. The program is recognizing those fostering a people-centric culture, showcasing leadership, and valuing their teams.

Workplaces are nominated by their team members and surveyed by our partner Energage.

This program is supported through a special section in The Plain Dealer published on Sunday, 06/23/24.

TOP
WORK
PLACES
2024

THE PLAIN DEALER
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TOP NURSES AWARDS

SEPTEMBER 12, 2024 (THURSDAY)

4th QUARTER

IN PERSON EVENT

NOMINATION PHASE

Monday, May 6 –
Sunday, May 26, 2024

SALES DEADLINE

PRESENTING and SUPPORTING

SPONSORSHIPS

Friday, April 5, 2024

ALL OTHER SPONSORSHIPS

Friday, August 9, 2024

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In its 3rd year this event honors and celebrates Northeast Ohio's nurses who go above and beyond to keep our communities well cared for.

The honorees are nominated by the readers of cleveland.com and The Plain Dealer and chosen by a panel of judges. Presenting and Supporting sponsors to be featured during the nomination campaign in May.

Plus, The Plain Dealer is publishing a print special section on Sunday, 09/15/24. The section will highlight the honorees and nurses profession at large.



MARKETING WEBINAR – Topic TBD

September 18, 2024 (Wednesday)

3rd QUARTER

VIRTUAL EXPERIENCE

This educational webinar is tailored for marketing professionals across diverse industries to take their digital marketing expertise to new heights!

Expect actionable insights, real-life examples and tools that can help to implement effective digital strategies immediately



A GUIDE TO MEDICARE

OCTOBER 24, 2024 (THURSDAY)

4TH QUARTER

VIRTUAL EXPERIENCE

Dive into the 2024 Medicare landscape at our virtual community event!

Be in front of 500+ event registrant who are looking to gain expert insights on enrollment options and plan choices. Our Medicare experts will guide our attendees through the difficult process, with live Q&A and panel sessions.

Plus, The Plain Dealer is publishing a print Medicare special section on Sunday, 10/20/24.

SALES DEADLINE

Wednesday, September 4, 2024

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MARKETING WEBINAR – Topic TBD

NOVEMBER 20, 2024 (WEDNESDAY)

4th QUARTER

VIRTUAL EXPERIENCE

This educational webinar is tailored for marketing professionals across diverse industries to take their digital marketing expertise to new heights!

Expect actionable insights, real-life examples and tools that can help to implement effective digital strategies immediately

