Digital Ship

DIGITAL SHIP WEBINARS – 2023 PLANS AND DRAFT SCHEDULE

Digital Ship has been running 1 hour webinars roughly weekly since September 2020. It is a business model born in the pandemic era, but which can provide value even when people can attend live events. Because with a webinar, you can reach an audience all over the world.

The limiting factor is whether people are interested enough in what you are presenting to watch and able to spare the time. Not everybody can attend a physical event, because they don't close to where the event is being held, and travel and time make it impractical to visit.

If you sell technology products and services, our webinar offers an opportunity to tell your story in depth to customers. The only requirement is that you have a story which your customers are interested in hearing.

How our webinars work:
- You choose a date for your webinar, a topic, and agree a sponsorship fee with our sales department
- you make a plan for the webinar including speakers from your company, and your guests if you wish. We recommend max 4 speakers and max 30 minutes of presentation time, the remainder of the 1 hour webinar being Q+A.
- You send an initial outline of your webinar and speaker details to our production team. Our production team work with you to refine the story to ensure it tells something unique and attractive to delegates, helping shipping company people to do their jobs better.
- about 10 days before, we send an e-mail to our entire list promoting the webinar, with free registration. On the online registration form, participants can select whether they agree for their contact details to be passed to the event sponsor.
- your speakers have a 15-30 minute 'dry run' and meeting with our webinar production team, where they can discuss the structure of the webinar, get familiar with the webinar technology and check it works with their equipment
- we run the webinar, moderated by Digital Ship staff.
- after the webinar, a video will be posted on YouTube and supplied to you as a file on request. We will also provide you with details of attendees, including contact / personal details where the individuals have consented to this (otherwise just company name and location)
- we can also send a follow-up e-mail to all attendees including your contact details and links to your website or relevant online materials.

OUR 2023 WEBINAR CALENDAR

We have a calendar for 2023 of webinars for indication only, but the actual calendar will depend on sponsorship contracts.

EVERY TUESDAY 10AM UK TIME

Draft 2023 calendar

JANUARY
Shipboard data gathering
Satcom developments
Cybersecurity
Operational efficiency

FEBRUARY
Monitoring vessels from shore
Cybersecurity
Satellite technology developments
Data infrastructure

MARCH
New satcom technologies
Maintenance management software
Improving vessel routing
Monitoring vessel structure

APRIL
Easter break

MAY
Crew communications
Equipment condition monitoring
Managing mooring lines
Communication with charterers

JUNE
Maintenance monitoring strategies
Navigating cybersecurity standards
Cloud data services
Advances in communication

JULY + AUGUST
Summer break

OCTOBER
Maintenance software
Satcom developments
Cybersecurity
Operational efficiency

NOVEMBER
Monitoring vessels from shore
Cybersecurity

Satellite technology developments
Data infrastructure

DECEMBER
New satcom technologies
Maintenance management software

POSSIBLE SPECIALIST DIGITAL SHIP TOPICS

Some more specialist / niche topics which would be good for webinars, if a company was interested in sponsoring them:

AIS 2.0
Managing mooring lines
Data communications on the ship itself
Crew scheduling and performance
Understanding your safety status
Preparing for vetting inspections
data standards
maintenance data
data exchange with charterers
visualisation techniques
drone deliveries to vessels
Using technology to manage cybersecurity
Autonomous ships
Advances in training technology.