

Cornerstone has been a long time supporter and sponsor of WBR's HCMG conferences. Cornerstone recently expanded their partnership with WBR Digital demand solutions to broaden their reach beyond the conference attendees, and act as a complement to their conference sponsorship.

Through the creation of a customized whitepaper, as well as the organization and execution of a high-level webinar series, Cornerstone effectively communicated their value proposition and established themselves as industry thought leaders in front of their target audience of prospects.

The team is highly responsive and **really deliver a great product for the client and for the market** in which it will be received.

"I think the **content gave us good exposure**, and I'd love to see that success repeated in the future."

280
SENIOR-LEVEL
LEADS

"Our webinar campaign allowed us to participate in and moderate a very **high-level** discussion on Succession Planning practices in the Federal government. **The speakers WBR Digital was able to source were excellent and the audience that attended was a great match for us.**"



"WBR Digital was able to get us access to tough-to-reach buyers. We felt their approach of combining research and a webinar was the right one for us and for our market."

Jennifer Rapkine, Field Marketing Manager, Public Sector, **Cornerstone OnDemand**