



#### Adobe Creative Cloud

Creative Cloud gives you all of the Adobe video tools; world-class design, web, and photography apps; and Adobe Stock for sourcing assets. Get high performance video editing with powerful color, graphics, and audio tools, integrated workflows, collaboration features, and support for the latest formats. With regular updates and learning resources, Creative Cloud puts everything you need at your fingertips.

[www.adobe.com/go/video](http://www.adobe.com/go/video)



Premiere Pro is the industry-leading video editing software for film, broadcast, and social content creators.



After Effects is the industry standard for motion graphics and cinematic visual effects

## Partner Webinars

### Best practices for Adobe video partners

Adobe's video partners develop integrated workflow solutions for our mutual customers. Connecting these technologies saves time and simplifies the video and audio post-production processes. Plugins, extension panels, and specialized hardware make that possible, and Adobe's field teams benefit from demonstrations of these products.

Your webinar would be used to educate our internal strategic development team, product managers, solution consultants, and customer success managers about your products for Adobe customers.

Your recorded webinar will be circulated as a sales resource to our teams so they have you top of mind when speaking to customers.

### Preferred Format for Webinars

The most effective webinars follow the formats outlined below.

#### Option A: Submit a pre-recorded webinar

If you choose to pre-record your webinar, you can use Zoom, Microsoft Teams, or any other web conferencing tool convenient for you. Because you can do this on your own, it's an easy and fast route to getting your content to our teams.

#### Option B: Host and record a live webinar

Doing a live recording with a Q&A has no guarantee of attendance, but this option allows you to receive feedback in real time from our team. Your Partner Relations Manager can help facilitate this for you.

#### What you should accomplish during your webinar

Webinars should last approximately 20 minutes. If using a slide deck, it's best to keep the number of slides capped at 10 in total. It's especially helpful if you have diagrams and demos for your solution.

Over the course of the webinar, you should do the following:

1. Explain your solution
  - *What does it do?*
  - *What business need or technology problem does it solve?*
  - *Who is the target audience (customer) for your product?*
  - *Which Adobe products does it serve?*
  - *How is it integrated?*
  - *What is your sales model/go-to-market strategy?*
2. Q&A
3. Your contact info

*For feedback on this document, please contact the Adobe video partner team.*

