

# TAXTVSHOW

## PARTNERSHIP

### 2023



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# TAXTVSHOW

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The Tax TV show is a program catering to a niche of professionals in Belgium active in sectors of accountancy or law. The program is free-to-watch and discusses pertinent economic or legal affairs. This value offer is unique in both the content of what is discussed as well as the format. Sticking to our Belgian roots, the Tv show is split in two equal language formats; the French TTS on Tuesdays and the Flemish TTS on thursdays.

## Content

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The topic of discussion is always whatever is current or controversial for these sectors. There is always a margin of flexibility meaning if there is big economic or legal news, the topic can be adapted to reflect this. This way we stay at the cutting-edge of the discussion.





## Examples :

### 01

#### Major change to Belgian copyright law on 1 January 2023

**31/01/2023**  
**Tax TV Show #1 FR:**  
 “Droits d’auteur” with four IP lawyers

**16/02/2023**  
**Tax TV Show #1 NL:**  
 “Auteursrechten” with three IP lawyers and one member of parliament (federal)

### 02

#### March 2 2023: Finance minister Van Peteghem announces a major proposal to reform Belgian income taxes

**16/02/2023**  
**Tax TV Show #2 NL:**  
 “De eerste fase van de bredere fiscale hervorming van Minister Van Peteghem” with two university professors (specialising in tax law) and two senior wealth managers.

**27/02/2023**  
**Tax TV Show #3 FR:**  
 “La réforme fiscale, troisième tentative !” with three senior tax lawyers, one senior tax advisor, and one politician.



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## Recrutement des jeunes : un cauchemar ou simplement un nouveau paradigme?



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# Format



The topic serves as a basis for debate. Each expert comes prepared with both their opinions as well as general talking points. The result is a lively debate in which every guest has the opportunity to fully explain their ideas. The atmosphere is always one of friendliness and curiosity. We have two permanent moderators; the co-president of FFF, Jan Tuerlinckx for the Flemish programme and Emmanuel Degreve for the French programme. The

moderators make sure to allow every expert a chance to fully develop their opinion with the goal of facilitating a natural discussion. During the live broadcast, viewers participate in live polls, chat amongst themselves, and they have the opportunity to ask the experts a question. These questions are filtered by us and passed on to the moderator at the end of the program to be answered live

# Technical format:

The show is 75 minutes long in total and is divided into 7 parts. Roughly like this:



Furthermore, throughout the broadcast there are several interactions we have with the viewers.

- ✓ There are **live polls** with specific questions that we curate for every broadcast (~50% of viewers participate – approx 10 polls per broadcast). The moderator sees the results of the polls live and can challenge the experts around the table.
- ✓ We also integrate **interactive advertisements** that have clickable buttons (for example: “book an appointment” or “buy x”).
- ✓ Lastly, for every broadcast there is a **downloadable file** containing information about the content of the program – this is downloaded quite frequently.
- ✓ During the Tax TV Show, the participants can submit via the CHAT their questions to the experts who will answer them live.



# Studio Inside Experience & Networking

Offer your privileged guests an incredible experience by inviting them to participate in the Tax TV Show right in the studio. With an immersive experience, networking with experts, and high-end catering, all the ingredients are there for a great time while enriching your knowledge.

The Studio DOPE can accommodate an audience of 28 to 40 people comfortably seated within the recording studio. Furthermore, your guests can be welcomed in the Lounge-bar where they can meet the experts after the show.



Panel set-up with 5 available seats – all equipped with mics

6 set camera's at various angles

Green screen

Lounge with a bar, amenities, and a viewing VIP angle of the studio

Possibility to execute a "Duplex" – if a guest is unable to be present they can be seamlessly integrated into the discussion wherever they may be in the world.

Professionally integrated special-effects

Comfortable seats to watch the shoot in the best conditions

A dynamic team

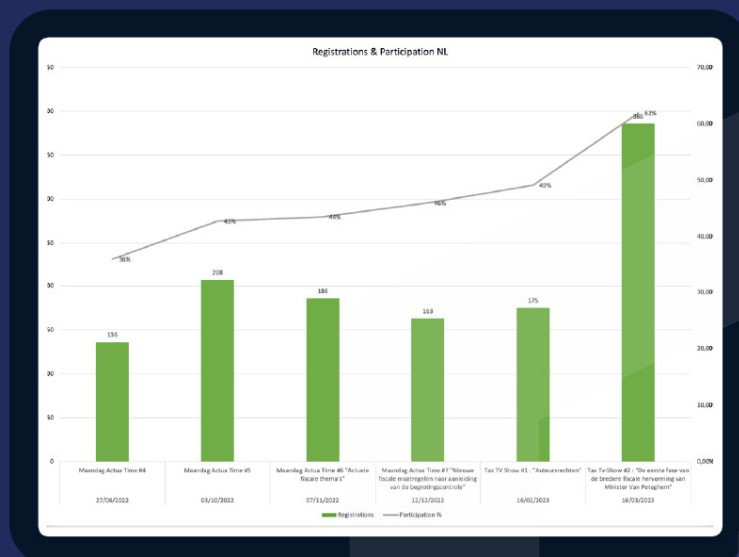
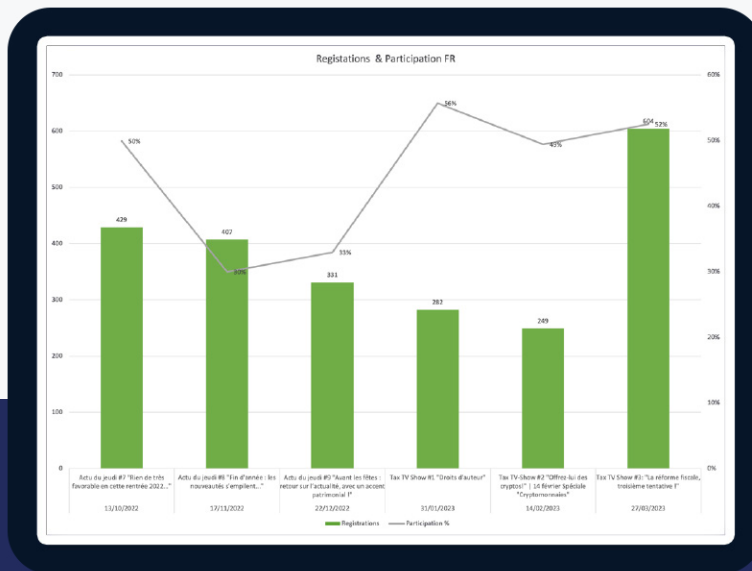


With new hosting infrastructure (full renovation and cinema-style recliners), the DOPE Studio offers the best of both worlds terms of training and participation. If its virtual format has the advantage of flexibility, its face-to-face offer encourages a very pleasant networking experience.



# Viewership

This is a new format we launched in January so the viewership reflects this. It must be kept in mind that the audience is a select niche of people, they are either lawyers, accountants, or people active (and passionate) in these sectors.



# Marketing & communities

Our marketing strategy is based around direct contact with our community, several other organisations and their communities, and universities throughout Belgium. Furthermore, we make sure to advertise these events to our linkedin and facebook pages (but this is secondary). It's still early days and we're refining our strategy, but so far we've had continuous success.

## Organisations & communities we are in contact with:

 <p>Ordre des Experts-Comptables et Comptables Brevetés de Belgique Société Royale</p>	 <p><b>CRECCB</b> Connecting Financial Professionals</p>
 <p>S SOLVAY</p>	 <p>THOMAS <b>MORE</b></p>
 <p>hēna liux HAUTE ÉCOLE DE LIÈGE</p>	 <p><b>EPHEC</b> Haute Ecole Economique et Technique</p>
 <p><b>YOUR COMMUNITY</b></p>	 <p> <b>FORUM</b> FOR THE FUTURE .BE</p>

# Target



Currently there are between



**300 TO 600\***

registrants per broadcast

\* on the oFFcourse platform

Our audience exclusively consists of:

- ✓ Expert-accountants and fiduciaries
- ✓ Lawyers specialising in fiscal law
- ✓ Corporate lawyers and CFOs
- ✓ Entrepreneurs
- ✓ Students

# Visibility & leads:

For our partners, our focus is centered on two objectives: increase visibility and generate leads.

## This is our plan to maximise our partners' visibility:

- Logo visible on all graphics :
- Mailing: 3 announcement campaigns are sent to 40.000 people (20.K NL/20.K FR)
- Social networks: LinkedIn and Facebook of FFF, but also of our partners (experts and sector partners)
- 2 x 30 second advertisement (beginning & end). This video must be produced in order to generate leads, this principle is essential.
- Integration of a banner during the broadcast: "This program is offered to you by {Name of the company}".
- 2 x Interactive advertisement during broadcast (pop-up) Call2Actions. At the end of the broadcast, you will receive a list with the people who have shown interest in your product.
- Specific poll questions about partner
- Downloadable file (brochure) next to content

### In terms of leads:

There are 3 ways to generate leads :

- 01** We can view all participants who answered **polls** pertaining to partners
- 02** We can view participants that clicked on our **interactive advertisements**
- 03** We can view participants who **downloaded the files** with the description of your product.

# Program 2023

## Tax TV Shows:

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TAXTVSHOW #1	January	FR 31/01/23 NL -
TAXTVSHOW #2	February	FR 14/02/23 NL 16/02/23
TAXTVSHOW #3	March	FR 27/03/23 NL 16/03/23
TAXTVSHOW #4	April	FR 25/04/23 NL 10/04/23
TAXTVSHOW #5	May	FR 23/05/23 NL 04/05/23
TAXTVSHOW #6	June	FR 20/06/23 NL 15/06/23
TAXTVSHOW #7	July	FR 18/07/23 NL -
TAXTVSHOW #8	August	FR - NL -
TAXTVSHOW #9	September	FR 12/09/23 NL 14/09/23
TAXTVSHOW #10	October	FR 03/10/23 NL 12/10/23
TAXTVSHOW #11	November	FR 07/11/23 NL 16/11/23
TAXTVSHOW #12	December	FR 12/12/23 NL 14/12/23



# Characteristics

Sponsor our TV shows (20/year)  
and directly reach our community

## SPONSORSHIP

- Your logo present on 2 email-announcements (20.000 recipients)
- Your logo present on 4 social media announcements;
  - 2\* LinkedIn
  - 1\* Instagram
  - 1\* Facebook
- Logo present on intro & outro

## PARTNERSHIP

- Everything from SPONSORSHIP package at the basis
- Your brochure downloadable next to content from the broadcast
- 2\* live poll about your brand or company –complete control in terms of timing and content
- 2\* imbedded interactive advertisements during the broadcast
- Your advertisement (30 sec) played after the intro – during the live as well as Replay
- Dedicated 15 minute pre-recorded segment with a focus on your companies activities and/or value proposition
- Subtle but visible banner throughout broadcast stating “made possible by XXX”
- Invite VIPS for a studio networking experience (capacity: 28 per broadcast) – includes catering
- Unlimited access to viewer-persona data & behaviour
- Sector-specific exclusivity



# Pricing

## Sponsorship

Name	N# of emissions	Price/per broadcast
One-shot	1 broadcast	<b>750 €,-</b>
Trimester	6 broadcasts (NL/FR)	<b>3 000 €,-</b> (500 €,-/broadcast)
Structural	20 broadcasts (NL/FR)	<b>8 000 €,-</b> (400 €,-/broadcast)

## Partnership

Name	N# of emissions	Price per broadcast	Price VIP Max capacity: 28 Fixed price: 50€,-/PP
One-shot	1	<b>2 500 €,-</b>	<b>1 400 €,-</b>
Select	6 (NL/FR)	<b>13 800 €,-</b> (2 300 €,-/broadcast)	<b>8 400 €,-</b>
Delux	20 (NL/FR)	<b>42 000 €,-</b> (2 100 €,-/broadcast)	<b>28 000 €,-</b>

# What we need from you

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Your logo in PNG-format

A promotional video of your product that will be broadcast during the show (1 or 2 times).

Plan a 30-minute meeting to establish together any Call2Action surveys and advertisements that we will carry out during the show.





## Contact us:

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THANK YOU

For more informations  
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