

WEB EVENT FORMATS—SOLO & ROUNDTABLE

Online web events are designed to generate leads for sponsors while providing a valuable resource for the readership on a number of topics.

- › Every *Speech Technology* magazine webinar is a full-service, turnkey marketing solution that generates leads, enhances your brand, and identifies your company as a thought leader.
- › Web Events are 1-hour interactive platforms that are broadcast live on the web with streaming audio or can be formatted in shorter increments for various programs. They can also be prerecorded for an additional fee.
- › Live polling, survey, live screen share demos for single sponsor events only, and Q&A sessions make compelling content. Add camera on format for an additional fee.
- › Audience members have real-time interaction with senior executives and key industry consultants discussing new solutions for organizational best practices and case studies.
- › Roundtable Format: Up to three sponsors discussing a timely topic with the event being 1 hour in length. All leads are shared among sponsors.
- › Platform to introduce sponsors' value proposition with the market.

➤ Benefits

- › Generate leads
- › Nurture current leads
- › Customer retention
- › Thought leadership support
- › Brand awareness
- › Ecosystem support and promotion

➤ Standard Solo Rate	\$12,000
Standard Roundtable Rate	\$4,000

Discounted Package Rates are available

➤ Deliverables

Our aggressive online campaign includes the following:

- › **Highly qualified, actionable leads** which continue for 90 days postevent
- › **Extensive event registration program** with multiple marketing touchpoints, including social media and online channels
- › **Customized Single Sponsor Events** – Control 100% of the content in a standalone event. All generated leads are exclusive.
- › **Brand Leverage** – Use the strength of the Speech Technology brand. Moderated by *Speech Technology* magazine senior staff and marketed under the *Speech Technology* magazine brand.
- › **A Managed Process** – We take care of all of the details: marketing, registration, technology, follow-up.
- › **Experience You Can Trust** – Information Today, Inc. has been producing streaming Web Events since 1998.
- › HTML email invitation to more than 10,000 viewers and opt-in subscribers
- › Banner advertising on SpeechTechMag.com
- › Three (3) pre-promotions in *Speech Technology* magazine's *eWeekly* newsletter, distributed to more than 7,000 subscribers each week
- › A reminder email to all registrants prior to the event
- › Phone call reminder to all registrants
- › Collaboration with other Information Today, Inc. media properties where applicable
- › Confirmation emails with Outlook iCalendar reminder
- › Postevent thank you email with links to archive for both attendees and nonattending registrants
- › Access to all registrations, including postevent registration for the archived version, for a period of 90 days afterwards
- › Sponsored webcast archived on SpeechTechMag.com for 1 year