

WEB EVENTS

➤ What are *Speech Technology Magazine* Web Events?

- › Complete turnkey events including marketing, registration, logistics, and reporting
- › 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 as well.
- › Live polling, survey, and Q&A sessions make compelling content.
- › Audience members have real-time interaction with senior executives and key industry consultants discussing new solutions, best practices, and actual case studies.
- › Roundtable Format: Up to four vendors discussing an important topic and interacting with audience through live Q&A session

➤ What You Get

- › **Highly qualified, actionable leads** which continue for 90 days post event.
- › **Extensive event registration program** with multiple marketing touchpoints.
- › **Sponsor Exclusivity** – Control 100% of the content in a standalone event and keep 100% of the leads.
- › **Brand Leverage** – Use the strength of the Speech Technology brand. Moderated by *Speech Technology* magazine editor David Myron.
- › **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.

➤ Benefits

- › Generate leads
- › Nurture current leads
- › Interact with current customers
- › Thought leadership support
- › Brand awareness

➤ Action List

Our aggressive online campaign includes the following:

- › HTML email invitation to our 15,000-name database of your best customers and prospects
- › Banner advertising on SpeechTechMag.com
- › 3 pre-promotions in *Speech Technology* magazine's *eWeekly* newsletter, distributed to more than 16,000 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
- › Complete registration of attendees with sponsors' customized qualifying questions
- › Confirmation emails with Outlook iCalendar reminder
- › Desktop sharing and video clips
- › Postevent thank you email with links to archive for both attendees and nonattending registrants
- › Optional postevent survey of registration list
- › Access to all registrations, including postevent registration for the archived version for a period of 90 days afterwards
- › Sponsored webcast archived on SpeechTechMag.com
- › Telemarketing efforts focused on your specific campaign titles

➤ Examples of Past Attending Companies

- › AT&T
- › Blue Shield of California
- › CareFirst
- › Cigna
- › Dell Computers
- › DTE Energy
- › Fidelity Investments
- › Humana
- › MassMutual
- › MetLife
- › Pfizer
- › Scotia Bank
- › Time Warner Cable
- › University of Chicago
- › USAA
- › Verizon
- › Walgreens
- › Wells Fargo
- › Xerox