

WEB EVENTS

➤ What are *Speech Technology Magazine* Web Events?

- › Our Web Events are complete turnkey live events. We do all the promotion, all the registration, and coordinate all the technology.
- › Web Events are 1-hour topic and sponsor-specific sessions broadcast live on the web with streaming audio.
- › Web Events are fully interactive: Live polling, survey, and question & answer 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.

➤ What You Get

- › Highly qualified, actionable leads—from preregistration, live event log-on, and post-event registration and log-on to the archived event.
- › Extensive event registration program with multiple marketing touch points.
- › Sponsor Exclusivity – Enjoy 100% attentive and exclusive mind-share in these single-sponsored events.
- › Brand Leverage – Use the strength of our Speech Technology brand. Moderated by *Speech Technology* magazine editor David Myron and marketed under the Speech Technology brand.
- › A managed process – We take care of all of the details: marketing, registration, technology, follow-up.
- › Web Events – Information Today, Inc. has been producing streaming Web Events since 1998. *Speech Technology* magazine has produced Web Events for clients such as Nuance, Convergys, NICE, BBN Technologies, SpeechCycle, and Angel, to name a few.

➤ We Take Care of All the Details

Speech Technology magazine will produce, market, and broadcast your 1-hour audio Web Event.

**HIGH-QUALITY LEAD GENERATION • IMMEDIATE THOUGHT LEADERSHIP
POSITION-LEVERAGED BRAND EQUITY • COMPLETE MARKETING
PROGRAM • MULTIPLE TOUCH POINTS**

➤ Action List

- Our aggressive online and print advertising campaign includes the following:
- › HTML email invitation to our 20,000-name database of your best customers and prospects
 - › Banner advertising on SpeechTechMag.com
 - › 3 pre-promotions in *Speech Technology* magazine's *eWeekly* newsletter with a 21,000 circulation
 - › 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
 - › Reminder email with registration information
 - › Post-event thank you email with links to archive for both attendees and nonattending registrants
 - › Optional post-event survey of registration list
 - › Access to all registrations, including post-event registration for the archived version
 - › Sponsored webcast archived on SpeechTechMag.com