

thought leadership & lead generation

SPEECH TECHNOLOGY
magazine's

Webinar Round-Table Topics

2011
Schedule of Events

Speech
TECHNOLOGY

SPEECH TECHNOLOGY MAGAZINE'S WEBINAR ROUND-TABLE

SPEECH TECHNOLOGY magazine & **SpeechTechMag.com** invite you to participate in our Round-Table Web Events scheduled in 2011. These multi-sponsored, online Web Events are geared to generate leads for sponsors while providing a valuable resource for our readership on a number of topics.

FORMAT

- Up to four sponsors and moderator from *STM*
- Introduction of sponsors, value proposition presentations, Q&A
- 60 minutes in total length
- These events also involve various leading industry analysts

WHAT YOU GET

- **Highly Qualified, Actionable Leads:** Generated from preregistration; live-event log-on; post-event registration.
- **Thought leadership opportunity** to position your company as a trusted source on this topic.
- **Extensive Event Registration:** A program offering multiple marketing touch points.
- **Brand Leverage:** Use the strength of our *STM* brand, moderated by a senior *STM* editor, and marketed under the aegis of *STM*.
- **A Managed Process:** We take care of all of the details: advertising materials, marketing, registration, technology, and follow-up.

OUR ACTION LIST

Aggressive online and print advertising campaign including:

- HTML email invitation to our 25,000-name database
- A full-page, 4-color event ad in *STM* and on-site banner advertising on **SpeechTechMag.com**
- Three advertisements in *STM eWeekly* HTML newsletter with a 25,000 circulation
- Phone call reminder to all registrants
- Complete registration of attendees
- Confirmation emails with Outlook iCalendar reminder
- Reminder email with registration information
- Post-event "thank you" email with links to archive for both attendees and non-attending registrants
- Access to all registrations, including post-event registration for the archived version
- Complete production and management of the event
- Event archiving and online posting on **SpeechTechMag.com** for anytime, on-demand viewing
- One affordable price, a fraction of the cost of an à la carte event without any of the headaches

ADVERTISING CONTACT

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Roundtable Webevent Schedule

April 14, 2011

Testing, Tuning, & Tools

Participant Commit Date: March 1, 2011

May 12, 2011

Semantic Analytics – Listening to the voice
of your customer

Participant Commit Date: March 15, 2011

June 23, 2011

Contact Center Solutions

Participant Commit Date: May 19, 2011

July 28, 2011

Mobile Speech Solutions

Participant Commit Date: June 12, 2011

August 25, 2011

Better Customer Service through
Speech Technology

Participant Commit Date: July 10, 2011

September 22, 2011

Speech Analytics

Participant Commit Date: August 10, 2011

October 27, 2011

Speech Tech's Award Winners

Participant Commit Date: September 15, 2011

November 10, 2011

Hosted Solutions

Participant Commit Date: October 1, 2011

December 1, 2011

Speech & CRM (Joint Web Event)

Participant Commit Date: October 15, 2011