

SPEECH TECHNOLOGY magazine's

Webinar Round- Table Topics

thought leadership & lead generation

2010 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 2010. 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

- 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.
- **Experience:** *STM* Media is the most experienced webcast producer in the field, having produced more than 700 successful streaming Web Events since 1998.

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 CONTACTS

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March/April Round-Table Topics

Put Your IVR Systems to the Test!
The Importance of Testing, Tuning, and Tools
How Do Your Customers Stay in Touch
With You in a Mobile World?
Verifying Your Customers' Identity—How This Can Save
You Money

May/June Round-Table Topics

Contact Center Business Applications Utilizing Speech
Translation and Localization
Keeping Your Workforce Mobile Without
Sacrificing Data

July/August Round-Table Topics

Business Personas: How the Right Synthetic Agent
Can Work for You

September/October Round-Table Topics

Increasing Call Center Efficiency With Speech Analytics
Voice Picking Solutions

November/December Round-Table Topics

Cloud Computing—Hosted Speech Solutions
Haven't Implemented Speech? What's Holding You Back?
10 Tips to Deployment

**Participation Webinar Round-Table –
\$5000 per vendor**

STM Web Event Round-Table Archives

Visit www.speechtechmag.com to view one of our many archived events.

**Speaker Verification on Demand in
Real-World Solutions**
Sponsored by: **Convergys and Tellme**
Original Broadcast Date:
Dec. 17, 2009

**Speech Solutions: Hosted Versus
On-Premises**
Sponsored by: **Contact Solutions, Nuance,
Angel.com, and Voxeo**
Original Broadcast Date: Nov. 12, 2009

**Personalized Speech: The End of
One Size Fits All**
Sponsored by: **Voxify**
Original Broadcast Date: Oct. 22, 2009

**Driving an Exceptional Customer Experience
Through the Phone Channel**
Sponsored by: **Nuance Communications**
Original Broadcast Date: Sep. 23, 2009

**Making Outbound IVR a Strategic Asset to
Increase Profitability**
Sponsored by: **Convergys, Contact Solutions,
Nuance, and SoundBite Communications**
Original Broadcast Date: July 23, 2009

**The Next Generation of Contact Center
Business Applications**
Sponsored by: **NICE**
Original Broadcast Date: July 22, 2009

**The One Investment Enterprises Are
Making – Outbound IVR**
Sponsored by: **Voxify**
Original Broadcast Date: May 07, 2009

**How Proactive Notifications Will Redefine
Your Customer Care**
Sponsored by: **Nuance Communications**
Original Broadcast Date: Apr. 29, 2009

**Is It Time to Upgrade Your IVR?
Key Considerations During
a Down Economy**
Sponsored by: **Nuance Communications**
Original Broadcast Date: Jan. 27, 2009