

KMWorld

Live Streaming Audio Webcast

KMWorld Web Events are one hour topic- and sponsor-specific sessions broadcast live on the Web with streaming audio and PowerPoint presentations. Audiences have real-time interaction with senior executives and key industry consultants discussing new solutions, best practices, and actual case studies.

KMWorld will produce, market, and broadcast your one hour Web Event. All your bases are covered:

- › Aggressive online and print advertising campaign
- › *KMWorld* editor to moderate the session
- › Speakers can participate from their own office
- › Real-time polling and Q&A
- › Attendee registration, monitoring, and reporting
- › Event archiving and online posting on the *KMWorld.com* Web site for anytime, on-demand viewing for one year.

KMWorld provides a turnkey solution for the complete organization, management, marketing, and execution of your Web Event.

Event Marketing—For your Web Event, *KMWorld* will design and produce:

- › An online text invitation with your company logo and session content summary to be placed on *KMWorld.com*
- › A full-page, 4-color ad for all *KMWorld* sponsored events for the month
- › Event will be promoted in the *KMWorld* e-newsletter, NewsLinks
- › A banner to run on *KMWorld.com* Web site
- › A reminder phone call and e-mail blast to all registrants prior to the event

Moderators/Industry Experts

- › *KMWorld* will provide a moderator/industry expert to facilitate your event

Web Event Program & Highlights

- › One hour event, complete with streaming audio, broadcast live over the Internet
- › Producer for staging of content and online rehearsal services at each event
- › PowerPoint slide synchronization
- › Browser-based Q&A capabilities and polling and survey questions
- › Detailed monitoring and reporting
- › Complete registration management including final list of all registrants and participants
- › Event archiving on *KMWorld.com* for one year, for anytime, on-demand viewing
- › Master CD copy of your event for local playback (trade shows, sales presentations, etc.)
- › Event presentation (PowerPoint slides) available online post-event for viewing and downloading

The entire event will be created (with the assistance of the sponsor), managed, and executed by *KMWorld*. Our production personnel will assist all participants.

Cost: Call for pricing

"KMWorld Web events are well-coordinated and well-attended. They are a valuable part of our marketing efforts."

—Betsy Kinkead
Marketing Programs Manager
Stellent

"Pound for pound, we found KMWorld to offer the best turnkey webcast package, both in terms of the technology they use to support it and the publicity they put forth to properly market our event."

—Dave Haucke
Vice President of Global Marketing
ISYS Search Software

Contact us to discuss your *KMWorld.com* ad program:

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