

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

## CRM Web Events

### WHAT ARE CRM MEDIA WEB EVENTS?

- Our Web Events are complete turn-key live events. We do all the promotion, handle all the registration, and coordinate all the technology. You show up.
- Web Events are one-hour topic- and sponsor-specific sessions broadcast live on the Web with streaming audio and/or video.
- Web Events are fully interactive: Live polling, surveys, 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:** Generated from preregistration; live-event log-on; post-event registration; and log-on to the archived event.
- **Extensive Event Registration:** A program offering 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 CRM brand, moderated by a senior CRM editor and marketed under the aegis of CRM.
- **A Managed Process:** We take care of all of the details: marketing, registration, technology, follow up.
- **Experience:** CRM Media is the most experienced Webcast producer in the field, having produced over 500 successful streaming Web Events since 1998. Our client list includes virtually every major vendor in the CRM/knowledge management marketplace.
- **High Quality:** There is a difference, and your brand benefits from it.
- **Podcasts:** Available for Webcast sponsors.

### WE TAKE CARE OF ALL THE DETAILS

CRM Media will produce, market, and broadcast your one-hour audio and/or video Web Event.

### Our Action List

Aggressive online and print advertising campaign including:

- HTML email invitation to our 60,000-name database of your best customers and prospects
- A full-page, 4-color ad in CRM magazine prior to the event
- Banner advertising on destinationCRM.com
- 3 advertisements in CRM's eWeekly HTML newsletter with a 60,000 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
- Searchable on destinationCRM.com for extended lead generation

Complete production and management of the technology.

Event archiving and online posting on the destinationCRM.com for anytime, on-demand viewing.

One affordable price, a fraction of the cost of an a la carte event without any of the headaches.

### CRM Web Events division

Visit [www.destinationCRM.com/webevents](http://www.destinationCRM.com/webevents) to view one of our many archived events.

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