

SOLO WEB EVENTS

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

➤ What are *CRM* 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 Q&A 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 logon, and post-event registration and logon to the archived event.
- › **Extensive event registration program** with multiple marketing touchpoints.
- › **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 CRM brand.
- › **A managed process** – We take care of all of the details: marketing, registration, technology, follow-up.

➤ We Take Care of All the Details

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

Visit destinationCRM.com/Webinars for a complete schedule of events.

➤ Action List

Our aggressive online and print advertising campaign includes the following:

- › HTML email invitation of your best customers and prospects to our 75,000-name database
- › A full-page, 4-color ad in *CRM* magazine prior to event
- › Banner advertising on destinationCRM.com
- › Posts to all of *CRM*'s social networks: Twitter, Facebook, LinkedIn, and Google+
- › 3 advertisements in *CRM*'s *eWeekly* HTML newsletter with 97,000 circulation
- › A reminder email to all registrants prior to 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
- › Sponsored webcast archived on destinationCRM.com