

CRM Web Events

WHAT ARE CRM MEDIA WEB EVENTS?

- Our Web Events are complete turnkey live events. We do all the promotion, handle all the registration, and coordinate all the technology. You provide content.
- Web Events are 1-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 an extensive marketing program including HTML email invitations, on-site marketing on destinationCRM.com, print advertising in *CRM* magazine, newsletter promotion in *CRM eWeekly*, with pre-event email and phone call reminders and post-event follow up.
- **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 more than 900 successful streaming Web Events since 1998. Our client list includes virtually every major vendor in the business technology marketplace.
- **High Quality:** There is a difference, and your brand benefits from it.

WE TAKE CARE OF ALL THE DETAILS

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

OUR ACTION LIST

Aggressive online and print advertising campaign including:

- HTML email invitation to our 74,000-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 66,000 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 to view one of our many archived events.

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