

KMWORLD LIVE STREAMING AUDIO WEBCAST

➤ **KMWorld Web Events** are 1-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 1-hour Web Event. All your bases are covered:

- › Aggressive online advertising campaign
- › KMWorld moderator
- › Speakers can participate from their own offices
- › Real-time polling and Q&A
- › Attendee registration, monitoring, and reporting
- › Event archiving and online posting on the KMWorld.com website for anytime, on-demand viewing for 1 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
- › Event will be promoted in the *KMWorld* newsletter, *NewsLinks*
- › A banner to run on KMWorld.com website
- › A reminder phone call and email 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**

- › 1-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 1 year, for anytime, on-demand viewing
- › MP4 files of your event for local playback (trade shows, sales presentations, etc.)
- › Event presentation (PowerPoint slides) available online postevent for viewing and downloading.
- › 200 lead guarantee

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: \$18,500 net**

Examples of archived KMWorld Web Events, plus upcoming opportunities, can be viewed at www.kmworld.com/Webinars.

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

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THE KMWorld ROUNDTABLE WEBINAR SERIES

➤ The KMWorld Expert Panel Series

THE MOST QUALIFIED AUDIENCE IN THE KM MARKET

Please join us for KMWorld's series of online, interactive Web Events. These are single-topic, live online educational events, PROMOTED, hosted, and moderated by *KMWorld* magazine, the leading KM information news and information source, and featuring the current, top-of-mind issues for today's knowledge-rich information manager.

Attendees learn from the leading experts in search, social media, information governance, content management, Office 365, and more. If it's a critical issue for information managers, it's part of **KMWorld's Expert Panel Series.**



Attendees simply log on and turn up their computer speakers. Audio is streaming, the speakers are on the air live, and the visuals are content-rich. PLUS the events are archived for "appointment" viewing.

➤ The KMWorld Roundtable Webinar Series

A SERIES OF MULTI-SPONSORED, SINGLE-SUBJECT, WEBINAR-STYLE ROUNDTABLE DISCUSSIONS

EVENT DETAILS

- › Participating vendors will enjoy equal air-time to present
- › Lively roundtable discussion and audience Q&A
- › Produced and moderated by KMWorld
- › Promoted by KMWorld to more than 50,000 potential attendees via email blasts, newsletter, and banners
- › Exploring the hottest topics that are top-of-mind to key decision makers

PARTICIPATION

- › The KMWorld Roundtable Webinar Series is filled on a first-come, first-served basis.
- › Participating sponsors will receive the full promotional support of *KMWorld's* resources and share attendee leads in the form of name, title, company, address, email, and phone number.
- › Moderated by KMWorld representative. Speakers are briefed in advance for assistance with content and promotional material.
- › Event production is entirely turnkey; KMWorld develops, promotes, produces, and broadcasts behind-the-scenes. Participants need only provide a speaker!

OPPORTUNITY

- › Cost of the event is \$6,995 per sponsor.
- › 200 lead guarantee, generated from the event AND ongoing archive viewers will be provided for 90 days after the event.

TOPICS

- › See the following page for our schedule of dates and topics.

➤ For information about these turnkey marketing opportunities, please contact:

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THE KMWORLD ROUNDTABLE WEBINAR SERIES

📅 Schedule of Dates and Topics

JANUARY 22, 2019

The Top Trends in KM for 2019

From the growth of cloud computing and mobile workers to the rise of new collaboration tools and intelligent search technologies, the world of knowledge management continues to evolve and, along with it, come new challenges and opportunities. Join us for this look at how the top trends in KM and information discovery can impact your organization.

FEBRUARY 26, 2019

Optimizing Your Office365

Office365 and SharePoint Online have become “the 800 pound gorilla” in many enterprise digital workplaces. Microsoft continues to innovate across the platform, but knowledge management and workplace leaders typically struggle to gain full value from the platform. Join us to learn about the most popular capabilities, pitfalls to avoid, and insider tips to optimizing the Office365 environment.

MARCH 19, 2019

Harnessing Cognitive Computing & AI

We are on the verge of a new era in computing and information management. Cognitive systems and artificial intelligence are changing the way organizations search for and discover important information and how it is analyzed to create knowledge. Join us to hear how cognitive computing and AI are setting the stage for next-gen KM.

APRIL 16, 2019

Modernizing Your Information Governance Strategy

Controlling information access and distribution is one of the top challenges facing insights-driven organizations today, and the sources and endpoints continue to grow in size and variety, from on-premises data centers to cloud applications and smart devices. The global nature of business further complicates matters. GDPR requires an ongoing effort from companies to stay compliant. And the amount of litigation in courtrooms continues to expand along with the need for better e-discovery. Join us to understand best practices in information governance today.

MAY 14, 2019

Intelligent Search in Action

Cognitive search and analytics can provide you with unique business advantages over your rivals. It can drive effective customer self-service, provide your customer support teams with necessary and timely insights, and unlock important information necessary to drive innovation in your enterprise. Join us as we help you evaluate where, when, and how to use cognitive search and analytics in your organization.

JUNE 11, 2019

Supercharging Your Customer Experience & Support

It's where your customer touchpoints meet your operations. And it's getting more complex. That's why the customer experience is the highest priority. When a customer contacts you, that's the BEST opportunity to convert him or her to a loyal customer.

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JULY 16, 2019

Taking Your BI & Analytics to the Next Level

Today, more than ever, data analysis is viewed as the next frontier for innovation, competition, and productivity. From data discovery and visualization to data science and machine learning, the world of analytics has changed drastically from even a few years ago. Top corporations, government agencies, and educational institutions alike are not only investing in technologies to increase the amount of data at their disposal, but quickly deliver actionable insights. Join us to learn how to take your BI and analytics capabilities to the next level.

AUGUST 13, 2019

The New World of Document Management

From its humble start in the filing cabinet, document management has evolved to revolutionize the way people do business with anytime/anywhere access via the cloud, easy collaboration and retention policy features, automated workflows, and mobile-friendly development. Don't miss this special opportunity to learn about the technologies and best practices underpinning the new world of document management and how it's delivering serious value to businesses today.

SEPTEMBER 17, 2019

Powering Your Organization With Smart Collaboration

Smart collaboration is not optional in today's organizations. Information is only valuable when it can easily be shared and communicated among others. The degree to which you can apply tools and policies that enhance knowledge sharing and collaboration will ultimately determine how successful your organization can be.

OCTOBER 1, 2019

Game-Changing Breakthroughs in Knowledge Management

A renewed enthusiasm about knowledge management is evident, particularly in the digital workplace. Discovering the value in corporate knowledge is amplified by new technologies, such as text analytics, cognitive search, machine learning, natural language processing, mobile email management, and new policy efforts. Attend this webinar to discover game-changing breakthroughs to bring knowledge management to the next level in your organization to boost business performance.

NOVEMBER 12, 2019

Fast Insights Through Machine Learning & Analytics

Machine learning is on the rise at businesses hungry for greater automation and intelligence with use cases spreading across industries. At the same time, most projects are still in their early phases. Machine learning is still the new kid on the block. From identifying use cases to selecting datasets and tools, there are many success factors to keep in mind. Join us to gain a better understanding of the key technologies and how machine learning is delivering value to organizations today.

DECEMBER 10, 2019

The Future of Enterprise Content Management

Good content management plays a pivotal role in an organization's ability to manage input and output of information and can make the difference in whether the company understands its content value, or whether it's lost in the weeds. We will opt for the former and find ways to help organizations reconstruct their ECM programs so that information does not go wasted.

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