

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 and print advertising campaign
- *KMWorld* editor to moderate the session
- 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*
- A full-page, 4-color ad for all *KMWorld*-sponsored events for the month
- 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
- Master CD copy of your event for local playback (trade shows, sales presentations, etc.)
- Event presentation (PowerPoint slides) available online postevent 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: \$22,000 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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