

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:**

West/Mountain Region

David Panara

Advertising Sales Manager
(609) 654-6266, ext. 146
(609) 714-2159 fax
dpanara@infotoday.com

East/Midwest Region

Kathy Rogals

Account Executive
(561) 483-5190
(208) 460-2057 fax
kathy_rogals@kmworld.com