



# 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* e-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 post-event 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: Call for pricing**

**“The *KMWorld* Web Events program continues to exceed our expectations. We’ve been thrilled with not only the number of leads, but the quality as well.**

**“The beauty of the Web Events is they continue to bring in leads well after the event is over. Months after our events, we’re still getting great leads from the archive.”**

—Justin A. McLaughlin

Marketing Manager, Demand Generation, ENDECA

**Contact us to discuss your *kmworld.com* ad program:**

**West/Mountain Region**

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