

KMWORLD SINGLE-SPONSORED WEBINARS

- **KMWorld Web Events** are 1-hour topic- and sponsor-specific video sessions broadcast live on the web. 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.
- 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
 - Live Screen Share Demos
 - Video Clips

KMWorld provides a turnkey solution for the complete organization, management, marketing, and execution of your Web Event.

➤ **Event Marketing**

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 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, 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, additional leads will be delivered during a 90-day period from anyone downloading the on demand event for 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.
- Minimum of 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: \$15,000 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 marketing program:**

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