

INFORMATION TODAY, INC. LIVE STREAMING WEBINAR

➤ **Information Today, Inc. 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.

Information Today, Inc. will produce, market, and broadcast your 1-hour Web Event. All your bases are covered:

- Aggressive online and print advertising campaign
- Speakers can participate from their own offices
- Real-time polling, survey, and Q&A
- Attendee registration, monitoring, and reporting
- Event archiving and online posting on the infotoday.com website for anytime, on-demand viewing for 1 year

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

➤ **Event Marketing**

For your Web Event, ITI will design and produce:

- An online invitation with your company logo and session content summary to be placed on the infotoday.com website
- A full-page, 4-color ad in *Information Today*, *Computers in Libraries*, and *Online Searcher* publications
- Promotional ad in the ITI newsletter, *NewsLinks*
- A banner to run on the infotoday.com website

All registrants will receive a reminder phone call and email blast prior to the event.

➤ **Moderators/Industry Experts**

- The sponsor will provide a moderator/industry expert to facilitate the event, or, ITI will provide one at an additional cost.

➤ **Web Event Program & Highlights**

- 1-hour event, complete with streaming audio, broadcast live over the internet
- 200 lead guarantee
- 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 infotoday.com for 1 year, for anytime, on-demand viewing (archive viewer leads will be provided for 90 days)
- A file of your event will be provided upon request for local playback (hosting on your site, trade shows, sales presentations, etc.)
- Event presentation (PDF of Slide Deck) available online postevent for viewing and downloading

The entire event will be created (with the assistance of the sponsor), managed, and executed by ITI. Our production personnel will assist all participants.

➤ **Cost: Call for pricing**

➤ **Contact us to discuss your infotoday.com event:**

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