

GEN Webinar Overview

The Panel

Moderator: John Sterling, GEN Editor in Chief and Tamlyn Oliver, Managing Editor.

Three Presenters Is the Ideal Format

One company representative and two subject experts and/or customers to produce case studies.

GEN Webinar Outline

- 60-75 minutes in length
- 30-60 minutes presentation
- 10-15 minutes live Q&A
- Streaming Audio with synchronized PowerPoint slide presentation
- Prerecorded and broadcast over the Internet with live Q&A
- Archived for on-demand viewing for 6 months on GEN website

Presentation Format

- **Moderator:** Welcome & introduction of panel, topic & explanation of today's webinar, functionality introduction 1-2 minutes
- **Three Speakers:** presentation 15-18 minutes; **Two Speakers:** presentation 20-25 minutes
- **Live Q&A:** 10-15 minutes
- **Close:** 2 minutes

GEN Webinar Deliverables

A. Event Promotion (Designed to maximize attendance)

- GEN will design, produce, and deliver a **HTML Email Invitation**, with the sponsor's company logo, event content summary and speaker information, to the appropriate GEN subscriber community. The invitation will also be available to the sponsor for his/her own distribution.
- GEN will design, produce, and display a **dedicated HTML landing page** and promotional banners for the event, including the sponsor's logo and event content summary to be prominently displayed on www.GENengnews.com.
- GEN will create and insert a full-color **house ad**, which will include the sponsor's logo, event content summary, and speaker's information. This ad will appear in GEN to promote the event.
- GEN will promote the webinar in GEN e-Newsletters, Facebook, Twitter, LinkedIn, and Google+.
- Post-event, each registrant will be notified on how and where to share the archived presentation with colleagues.
- A post-webinar survey will be sent to all live viewers. Sponsors will be given the opportunity to include questions and given a link to the survey results.

B. Audio Webinar Program & Highlights

- Streaming 60-75 minute audio broadcast with prerecorded presentations and live Q&A.
- Provide the satellite/fiber optic connectivity for the broadcast signal and acquisition and distribution of the streaming media.
- Browser Based Q&A Capabilities and survey functions.
- Support of both stream formats (Windows Media Technology and Real Player Technology).
- Standard stream rate (56 kbps) and high-speed stream rate (100/300 kbps).
- Complete registration management including automatic email confirmation and reminder email to all registrants one day prior to event.
- GEN will provide the sponsor with final audio and PowerPoint files from the webinar.
- GEN will provide a real-time link to the registration list. In addition, the sponsor will receive all questions sent in by viewers after the webinar.
- On-demand archive creation and hosting of broadcast for anytime, on-demand access, with links on the GEN website for six months.

Audio and Video Program Highlights

- Streaming one (1) hour long event, audio and video broadcast over the Internet.
- Provide the satellite/fiber optic connectivity for the broadcast signal and acquisition and distribution of the streaming media.
- Production crew provided in studio including producer, director, cameramen (two camera shoot), engineer, and satellite technician.
- Extensive producer support for staging presentation content, live and online rehearsal services, and basic event moderation assistance.
- PowerPoint Slide Synchronization.
- Browser Based Q&A capabilities and survey functions.
- Support of both stream formats (Windows Media Technology and Real Player Technology).
- Standard stream rate (56 kbps) and high-speed stream rate (100/300 kbps).
- Complete registration management including automatic email confirmation and reminder email to all registrants one day prior to event.
- Additionally GEN will provide the sponsor with final audio and PowerPoint files from the webinar.
- GEN will provide the sponsor with a real-time link to the registration list. In addition, the sponsor will receive all questions sent in by viewers after the webinar.
- On-demand archive creation and hosting of broadcast for anytime, on-demand viewing, with links on the GEN website for six months.

Note: panelists are required to travel to a studio for video production. Sponsor is responsible for related travel costs for all panelists (airfare, if needed, and hotel for one night). GEN is responsible for travel costs for the moderator and support staff.

C. Event Management

- The entire event will be created (with assistance from the sponsor) managed, marketed, and produced by *GEN Publishing*. An event & project manager from *GEN Publishing* will be assigned to oversee the development and execution of the event. Lead time of 6 – 8 weeks is required for content and audience development.

Complete Audio Only Webinar package: \$21,995 net rate

GEN Webinars are also available with a video component. Complete Streaming Video & Audio Webinar package: \$45,000 net rate
