

2010 MIX AND EM TUTORIAL WEBCASTS

Webcasts are a powerful way to educate potential customers on the advantages of your technology and help brand your company as an industry leader. With powerful promotion and turnkey production, *Mix & EM* webcasts provide direct interaction with customers, proven lead generation and a chance to stand out from the competition.

What is a webcast?

Webcasts are a highly-effective presentation tool incorporating all types of rich-media content from full motion Flash video to PowerPoint, streaming audio, graphics, screen captures, CAD drawings and more—bringing your products into a interactive environment with highly qualified prospects. Webcast basics:

- 30-40 minute demonstration/tutorial on product
- 20-30-minute Q&A—live questions answered in real-time
- Hosted by expert moderator; presented by industry expert

What can a webcast do for you?

A webcast is the perfect forum to launch a product, educate about a version upgrade, zero in on a particular feature or explain a complex technology. Webcasts also provide:

- Sales channel with qualified prospects
- Training or certification support component
- Your branding on pre-, during and post-event information
- Branding for your company as an industry thought-leader




What makes a good tutorial webcast?

The best webcasts are not sales pitches—they provide solid tutorial information in a rich-media environment to showcase your technology's unique features. Webcasts are especially effective at product launch or with version upgrades.



Best practices for large live events online with Inlet Technologies & Adobe

Free Webcast • Available On Demand

Adobe and Inlet Technologies show you how to create stunning live events. From the Olympics to the recent elections, consumers are increasingly demanding online, live HD-quality video, driving content distributors to seek new ways to create rich experiences that engage and retain viewers. Adobe Flash Video Server software offers a unique combination of powerful streaming with a flexible environment for creating and delivering live interactive experiences such as DVR functionality to the broadest possible audience.

Discover how interactive live streaming changes the way we think about live video online. High-definition video is used for broadcast, social media, and the enterprise. This session will focus on the live publishing workflow and how you can create interactive live experiences publicly. Learn how Inlet's Sponsor live streaming appliance supports HD streaming along with DVR functionality, and how you can leverage DVRCast to create massively scalable live events. Industry experts will also share their experiences so you can be successful in your live streaming events.

In this session, you will also learn more about:

- The challenges of live events and how to overcome them
- The optimal architecture and options for successful live events
- How to reach the broadest possible audience while enabling enhanced interactive functionality and robust content protection leveraging the Flash Platform
- How to provide a rich viewing experience across virtually all operating systems and screens.

If you have previously registered for this event, please login below:

Email

First Name*

Last Name*

Title*

Email*

Company*

Street Address Line 1*

Street Address Line 2

City*

State*

Zip*

Country*

Work Phone*

Rate your experience with Streaming Technologies.*

Please select one

What Use Case / Needs Do you have for Streaming Video?*

Pre-recorded trainings

Marketing

Live Events (lectures, meetings, sports, concerts, etc)

User Generated Content (e.g., YouTube)

Interactivity - video and text chat

No vote

Do you plan on implementing a live streaming solution.*

Please select one

You must have javascript and cookies enabled to complete registration. Click [Back for Help](#).

*Denotes required.

what we provide

- Expert moderator
- Editorial oversight & assistance on topic
- Marketing & promotion to *Mix* and *EM*'s combined subscriber list
- Attendee registration & event archives
- Name and contact of all attendees
- Post-webcast e-blast or custom newsletter

what the sponsor provides

- Speaker/Expert
- PowerPoint presentation—30-40 minutes, incorporating video and rich-media of your choice*
- Introductory copy*
- Three custom qualification questions asked at registration

Sponsor-produced webcast: \$4500

**Mix & EM*-produced webcast: \$6500

contacts

Publisher • Shahla Hebets
510-985-3235 • shahla.hebets@penton.com

Western Sales Director • Erika Lopez
818-249-6809 • erika.lopez@penton.com

Eastern Sales Director • Paul Leifer
908-369-5810 • pleifer@aol.com

International/Europe Sales Manager • Richard Woolley
+44 1295 278 407 • richardwoolley@btclick.com