

NetSeminar Services

about

NetSeminar Services

Established in 1995 CMP's NetSeminar Services (NSS) was the first live, fully interactive, on-line multimedia presentation service. With over a quarter of a million on-line viewers, NSS has emerged as the leading provider of Internet broadcasting, training and demand creation services. We've proudly produced hundreds of successful NetSeminar events that deliver live or taped multimedia broadcasts incorporating quality audio/video streaming, PowerPoint graphics, live Q&A, polling, audience feedback and transcription. NSS's interactive technology is contained within a single browser window and provides a powerful on-line platform with a global reach. An on-demand archive provides access 24/7 for months after the event. Combining NetSeminar Services with CMP Media properties, position NSS as a leader in transforming Internet technologies into a service that fundamentally changes business communications and reduces sales cycle times.



we deliver

Why NetSeminar?

NetSeminar™ is a global service allowing any speaker, anywhere, to deliver a visual presentation, respond live to questions, and solicit feedback instantly from an audience over the Internet. Each event is presented in a client branded multimedia user interface. The interface contains a multi-resolution audio/video stream that can be live or prerecorded. A large graphics window displays the presenter's PowerPoint presentation. Live Q&A and optional polling provide attendees the ability to interact in real-time with the presenters. NetSeminar™ is an Internet based BtoB marketing solution providing viewer's interactivity, convenience and access, via dial-up or broadband connection, to the most current information from your company, all from the privacy of their own desktop.

Other NetEvents™

Whether you are training your local sales force on the latest products or delivering technical information halfway around the world, CMP's NetSeminar Services has a solution that enables you to achieve your company's e-learning objectives.

- Sales Training
- Editorial Event
- Product Announcements
- Distance Learning
- Convention Coverage

*a unique
turn-key
solution!*

An Integrated Marketing Approach

CMP properties and NetSeminar Services combine to offer customized integrated marketing programs such as: access to multiple CMP databases through newsletter listings and sponsorships, event listings on multiple CMP sites, banner ads, print event listings and print advertising. NetSeminar Services is a vital and timely component of your integrated marketing plan. All of our events generate leads quicker. Customer specific events broadcast online and advertised on targeted CMP sites deliver a specific reach. Convention coverage delivers your message to customers who could not attend in person. NetSeminar Services applied as a standard integrated marketing solution, is a turnkey, cost-effective way to deliver your products and services, on-line, to a global business-to-business community. Add to the fact, NetSeminar is a real-time, interactive marketing solution with measurable results and it becomes a powerful tool that highly compliments your existing marketing programs.

NetSeminar Services

features & benefits



Lead Management

The online Lead Management tools provide clients with the ability to successfully track and manage sales leads. Beginning with the customizable registration process, NetSeminar's Audience Reporting Tool tracks and profiles prospects and customers into your own secured database. This tool also registers traffic patterns and identifies successful marketing strategies by sourcing registrants and providing reports on which banner ad or website the lead came from. NSS clients receive detailed attendee statistics customized to their requirement. Viewer statistics, vital demographic information, polling answers and attendee feedback can be accessed online 24/7 or easily downloaded to an Excel spreadsheet for distribution to a sales team or integration into your database. Combine all of this with the power of CMP properties and your company will gather prospects cost effectively. This comprehensive lead generation service will accelerate your sales cycle and build on your reputation as a market leader.

World Class Production

NetSeminar Services has produced hundreds of successful events. A turnkey approach provides professional, friendly support along every step of the production process. A Project Manager and A/V Producer provide detailed assistance in the preparation and production of your event. An experienced A/V and web team will ensure that you look like a star. NetSeminar events are live, or taped broadcasts, produced in-studio or on-location, the choice is yours, but the product and service is always the same, world class.

Production Choices

State-of-the-art Multi-camera Studio

This broadcast facility provides the most control and flexibility to an event with video playback, live in studio and remote presentation capabilities supporting up to four in-studio presenters and multiple remote presenters.

Remote Audio Presentation(s)

via Telephone

One or multiple presenters may call into our studio from anywhere in the world to present their information. A photo of the presenter is displayed in the video window in conjunction with the audio presentation during the event. (base package)

Remote Prerecorded Video Presentation(s)

"Mock Live" is a live to tape remote service offering the ability to pre-record one or multiple presentations for broadcast at a later date. On the day of the event the pre-recorded presentation(s) are combined with a live question and answer session.

Prerecorded Live Events

Tradeshaw, conventions and other live event can be recorded then encoded for a later broadcast or direct to archive event.

Client Provided Media

Any video/audio-recorded event can be encoded and hosted for viewing in the Internet.

Archive

NSS's archiving capability allows attendees to view past presentations at any time, from anywhere. During traditional presentations, attendees are typically provided with printed copies so they can review the material afterwards. Having an archived version of the event available online allows attendees to view the presentation in its entirety 24/7. This feature is extremely valuable when transmitting highly complex, technical information.

Event Activity Tracker	
NetSeminar Event - 08/13/02	
Invited	3508
Registered (pre-event)	948
Attended "Live"	495
Attended Archive	728
Total Viewed	1223

NetSeminar Services (NSS) delivers real-time multimedia communications for clients who use our services to communicate with customers, prospects, partners and suppliers. Corporations around the world are using NSS to save money on travel costs and increase productivity.



NetSeminar Services

User Interface

features & benefits

1.) Streaming Audio/Video

Attendees view presenters in real-time, increasing credibility and engagement. Either Real or Windows Media players are available and provide attendees a choice of connection speeds specific to the viewers' internet connection and hardware.

2.) Graphics Display

Displays your PowerPoint presentation in a large, clear format. A Zoom Feature enlarges presentation slides for crisp, clear magnification of detailed information.

3.) Slide Sync On/Off

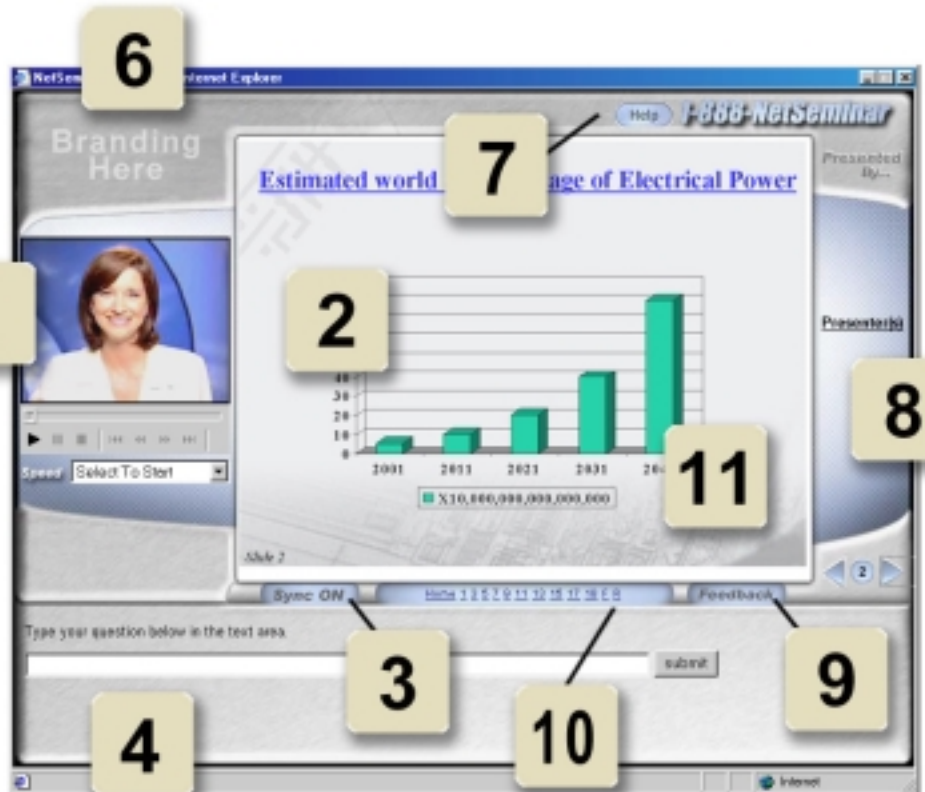
In the "Sync-on" mode the slides advance automatically. To navigate manually click on the "sync on/off" button. In the "Sync-off" mode the slides are advanced manually by the viewer.

4.) Interactive Q&A

A real-time closed chat room allows viewers the chance to ask questions. NSS Lead Management database, attaches viewer profiles and Q-status to each question providing critical data for post event follow-up.

5.) Professional Moderator

For an additional fee an in-studio moderator provides a consistent, professional flow to the event, as well as asks questions, submitted by the on-line audience, to the presenter(s) during Q&A.



6.) Branding

Your company logo is displayed in a dominate position on the user interface providing customized, targeted branding.

7.) Technical Support

NSS's technical support staff is standing by to assist the attendee and/or client to ensure a problem free NetSeminar experience.

8.) Presenter Bio

A biographical link on the interface provides a photo and background information on the event's presenter(s).

9.) Feedback

A customized feedback form captures marketing data, request for information, or event comments. The forms data ties directly to NSS's Lead Management tool.

10.) Resource/Links Page

A client resource/links page provides attendee's access to websites, white papers, product demo etc. Attendee's click through on the links are trackable and tie directly into NSS's Lead Management system.

11.) Audience Polling

Real-time audience polls are automatically pushed to the attendee. Polling results are immediately available for the presenter and can be shared with the audience. The polling data is linked to individual registrants and is trackable in the NSS Lead Management tool.