

ENEN

Web-based Demos

Proposal

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Demo Overview

Proposed are three, (3) web-based demos positioned in the ENEN web-site. The demos work to support and define particular areas of the new ENEN community. The proposal has two new demos and one redo of an existing demo.

- NetSeminar Consumer Demo - *new*
- Presenter Demo - *new*
- Client Sales/Marketing Demo - *redo*

NetSeminar Consumer Demo (Located on ENEN homepage)

The Consumer Demo is geared to the Electronic Engineer experiencing the ENEN community for the first time. The Consumer Demo is designed to introduce engineers to the NetSeminar product. The demo will initially walk them through the unified interface and then on a broader scope educate the viewer on the following points:

- ENEN NetSeminar has changed the rules in the electronic industry supply chain management
- ENEN NetSeminar allows you access to products very quickly, ahead of the competition.
- ENEN NetSeminar enabled an engineer anywhere in the world, access to products, services, trends and information.
- ENEN NetSeminar provide an interactive environment, which allows for:
 - Interactive Chat
 - Feedback Forms
 - Direct contact with vendors and their products and services

NetSeminar delivers: resources, direct contact, client distribution, leads and research, well within the time critical Design Cycle Window of opportunity.

Other information which is educational to an engineer viewing the demo:

- Custom invitations through e-mail called "E-vites" will keep engineers informed of upcoming events.
- 24/7 tech support
- Archived event with 24/7 accessibility

The use of testimonial by Electrical Engineers using NetSeminars could be very beneficial in moving a prospective audience member in becoming a profiled audience member.

After demonstrating and educating a viewer, the ultimate goal of this demo is to have our electrical engineer "click" on the NetSeminar registration button and join the ENEN community as a profiled audience member.

Presenter Demo (Located on ENEN homepage)

This demo will provide valuable insight and information to the presenter. It is our firsthand experience that the person or persons coming to the studio have little or no contact with the individual booking the event. The production team does interface with the presenters but the addition of an on-line instructional aid will greatly add to the understanding and comfort level of the presenter(s). A picture is a thousand words and an on-line demo complete with audio and video provides a comprehensive presentation of what to wear, what to expect and how the production of the event is managed from the presenters concerns. Some of the information represented below is an example of the content of the demo.

The day of the event:

- Please DO NOT WEAR a white, black, red or busy patterned or striped shirt
- A solid color shirt is fine, for example a light blue shirt works well
- Always say your slide numbers during your presentation
 - *Example: "Moving on to slide 7..."*
- Always make eye contact with the video camera during the presentation
- Please arrive at the El Monte, CA studio 1 to 1.5 hours before the event
 - a pre-event production briefing & presentation dry-run
 - an audio, video and lighting check

With these points in mind, the photo below illustrates the type of video, which can convey the environment a presenter will experience in the NetSeminar studio during a presentation.



NetSeminar Studio

1. The computer monitor is where your presentation is displayed
2. To your right is the video camera
3. To your left is the microphone
4. Seated across the table will be your NetSeminar Moderator
5. If you have a co-presenter, they will be seated next to you

Presenter Demo Continued

A walk through of the NetSeminar unified interface will provide an understanding of the live audio and video, the slide presentation window and the real-time transcription / interactive Q&A chat window.

Unified NetSeminar Interface

1. Presentation Window - This is the area your PowerPoint presentation will be displayed.
2. Forward / Back arrows allow the viewer to advance the presentation manually during the NetSeminar. This is why it is so important to say the slide numbers during your presentation.
3. Video Window - The area where the presenter(s) live video will be displayed.
4. Company Logo and still photo of presenter(s)
5. Interactive Chat / Transcription Window - Live text chat allows the viewer the ability to ask questions to the presenter(s) and monitor realtime transcription of the NetSeminar.



Client Sales/Marketing Demo (Located in the Client Support Area)

Produce a dynamic, interactive sales/marketing web-based tool targeted at electronic industry leaders. This sales/marketing demo will provide a consistent, informative means of educating potential customers on who ENEN.com is, how a NetSeminar works, and most importantly, that ENEN delivers more than just a client's message. It delivers an audience!

A 5-7 minute video within the interface will be the corner stone of the presentation. The video will be a contemporary montage presentation, which will include produced video and stock footage. The video will be designed in such a manner that footage shot at the old studio will be replaced with video of the new facility once completed. Gary Cocker will provide the voice-over narration on the video. Supporting on-camera testimonials by clients, inter-cut throughout the video, will work to reinforce the sales/marketing message. Brief on-camera appearances by Bob Edleman and Bob Caldarella will further support points made in the presentation.

The demo interface will reflect the new unified NetSeminar interface, upon approval, and contain a modular site map to navigate support modules in the presentation such audience profiling showing the E-vite process, database capabilities and client feedback as well as reviewing an actual NetSeminar.

The sales/marketing demo produced in this project can be re-purposed for use as a local demo tool for the ENEN sales staff.