

streaming media web events – exclusive and collaborative

HIGH-QUALITY LEAD GENERATION • IMMEDIATE THOUGHT LEADERSHIP POSITION • LEVERAGED BRAND EQUITY • COMPLETE MARKETING PROGRAMME • MULTIPLE TOUCH POINTS

STREAMING MEDIA CLIENTS CAN CHOOSE FROM TWO OPTIONS:

1. EXCLUSIVE WEB EVENTS

You pick the topic, you choose the panel

2. COLLABORATIVE WEB EVENTS

Trending topic, multiple vendors

WHAT ARE STREAMING MEDIA WEB EVENTS?

- Our Web Events are complete turn-key live events. We do all the promotion, all the registration, and coordinate all the technology. You show up.
- You can choose to target Europe, North America, or global.
- Web Events are 1-hour topic and sponsor-specific sessions broadcast live on the web with streaming audio and/or video.
- Web Events are fully interactive: Live polling, survey, and question & answer sessions make compelling content.
- Audience members have real-time interaction with senior executives and key industry consultants discussing new solutions, best practices, and actual case studies.
- No need for participating vendors to leave their office. Dedicated Streaming Media staff carefully prepare and test audio links; conduct dry-runs of presentations and slides; and go through Q&A.

WHAT YOU GET

- **High qualified, actionable leads** – from preregistration, live event log-on, and post-event registration and logon to the archived event.
- **Extensive event registration programme with multiple marketing touch points.**
- **Brand Leverage** – use the strength of our Streaming Media brand. Moderated by Streaming Media editor Eric Schumacher-Rasmussen and marketed under the Streaming Media brand.
- **A managed process** – we take care of all of the details: marketing, registration, technology, follow up.
- **Web Events** – Our parent company Information Today has been producing streaming Web Events since 1998. We have produced hundreds of Web Events for clients such as Actuate, Avaya, Convergys, D&B, EMC, Epiphany, IBM, Indus, Inquire, IPrase, Kana, Knova, Microsoft, Netsuite, Oracle, PeopleSoft, RightNow, salesforce.com, Siebel, Soffront, Talisma, Tuvox, and Unica, among others. Information Today is the most experienced webcast producer in publishing today.

WE TAKE CARE OF ALL THE DETAILS

Streaming Media will produce, market, and broadcast your one-hour audio and/or video Web Event.

ACTION LIST

Our aggressive online and print advertising campaign includes:

- HTML email invitation to our 50,000-name database of your best customers & prospects
- Ability to participate in *Streaming Media's* annual white paper series – with webcast transcribed, graphics included for print
- Banner advertising on StreamingMedia.com
- 3 pre-promotions in StreamingMedia's Xtra newsletter with a 38,000 circulation
- A reminder email to all registrants prior to the event
- Phone call reminder to all registrants
- Collaboration with other Information Today, Inc. media properties where applicable
- Complete registration of attendees with sponsors' customised qualifying questions
- Confirmation emails with Outlook iCalendar reminder
- Reminder email with registration information
- Post-event thank you email with links to archive for both attendees and non-attending registrants
- Optional post-event survey of registration list
- Access to all registrations, including post-event registration for the archived version
- Sponsored webcast archived on StreamingMedia.com

One affordable price, a fraction of the cost of an à la carte event without any of the headaches.

Visit www.streamingmedia.com/weevents to view our many archived events.

2021 collaborative multi-vendor web events at a glance

OFFERS HIGHEST ENGAGEMENT LEVEL WITH PARTICIPANTS

These collaborative multi-vendor web events are moderated by Eric Schmacher-Rasmussen. They include:

- live streamed audio
- synchronised slides
- live polling & surveys
- Q&A

YOU WANT TO BE ON THE PANEL? NO NEED TO LEAVE YOUR OFFICE!

Dedicated *Streaming Media* staff carefully test the audio links beforehand, run through the presentations and synchronised slides and perform dry runs.

These multi-vendor web events take place on Thursdays – at 1pm EST (7pm CET, 6pm GMT).

Scheduled **TOPICS** (see right) are scheduled for the following 12 months. Frequently, additional Web events are scheduled on trending topics.

DO YOU HAVE A WEB EVENT TOPIC THAT YOU THINK SHOULD BE INCLUDED IN THE CALENDAR?

SCHEDULED TOPICS FOR 2021 COLLABORATIVE WEB EVENTS

(see next page for full details)

Summit – The State of Media & Entertainment

Virtual Conference – Streaming Media Connect

Summit – The State of Low and Ultra-Low Latency

Roundtable – Next-Level Live Streaming

Roundtable – Encoding & Transcoding for a Multi-Codec World

Summit – The State of Sports & Esports Streaming

Roundtable – The Future of Sports & Esports

Summit – The State of Monetization & Ad Tech

Summit – The State of Consumer OTT Trends

Roundtable – Future-Proof OTT Strategies

Visit streamingmediaglobal.com/webinars to view one of our many archived events. All available as VOD – continuing to generate leads for the participating vendors long after the event has taken place.

PRICING FOR WEB EVENTS

EXCLUSIVE TURNKEY WEB EVENT

£13,500 / €14,400

COLLABORATIVE WEB EVENT

(max four sponsors)

£3,300 / €3,700

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