
Get your message out with a Custom Webinar from EMSNow!



What is a webinar?

- A webinar is an online webcast event that takes full advantage of the Internet to deliver rich high value content to a targeted audience. Along with audio, you have a full range of media choices including slide presentations, video, and real-time applications. Webinar registrants see and hear the event right from their own PC.

What are the benefits of an EMSNow webinar?

- Reach hundreds of current or prospective customers at the same time.
- Enjoy global reach without ever leaving your facility. EMSNow webinars typically have registrants from 20 – 30 different countries.
- Generate immediate sales leads with full contact information.
- Garner real feedback via Q&A sessions and poll questions during the webinar.
- A full 60+ minutes lets you convey your complete message.
- Simple and low cost. No travel for presenters or attendees.
- Webinar archiving yields ongoing value and lead generation beyond the event.
- EMSNow promotes your webinar to our full readership via announcements and a direct emailing.

"Our EMSNow webinar drew a large, targeted audience and the quality and quantity of the leads we derived from it were exceptional. The presentations, the audience questions, the attendance and the process of promoting and arranging this event were excellent. All in all one of the best value marketing tools we have ever used..." **Karen Moore Watts, Director Global Marketing, Universal Instruments**

"We have run several webcasts with EMSNow, all of which have delivered targeted audiences within the electronics manufacturing market. If you are looking for exposure to this market, EMSNow is a partner worth serious consideration." **Randy Littleton, VP Marketing, Kinaxis**

How does an EMSNow webinar work?

- EMSNow offers a turnkey package where you remain focused on your content and we manage everything else. If necessary we can sometimes help obtain speakers as well. While other arrangements can work, a three-speaker format typically works well. Speakers might include a current customer defining a real problem and chosen solution, a 3rd party consultant or analyst giving a macro view, and a person from your company to tie the problems, solutions, and benefits together. The webinar service includes:
 - Event setup in our webinar system
 - Create/manage custom registration
 - Promote the event to EMSNow readership
 - Notify our readership via a direct emailing
 - Moderate and run the actual event
 - Setup and track event poll questions and Q&A
 - Generate registrant/attendee reports.
 - Host the event archive for future viewing

How do I get more information?

- Contact either Philip Stoten at pstoten@emsnow.com (+011 44 7768 318111) or Russ Conde at rconde@emsnow.com (+1 603 642 7568) for more information.