

2008 WEBINAR ADMINISTRATION & COSTS

Overview

Carpe Diem - A Wiley Company, and *Pharmaceutical Formulation & Quality* can help you maintain and grow your industry leadership position by managing your webinars while you focus on your core business. Our experienced team will provide you with a turn key solution that is assured to bring in ROI you are looking for.

Cost \$10,000 for one event and \$8,000 each of 3 or more.

Administration

We provide basic administration activities. Services would include:

- Intake teleconference
- Client consultation
- Setting up the event logistics on a conference platform
- Corresponding with attendees who have event questions
- Sending out confirmation and reminder notices to attendees
- Administering a dress rehearsal for event speakers
- Creating poll questions
- Developing a script (intro and closing)
- Hosting live event
- Creating event archive and corresponding with attendees post event
- Providing poll results
- Providing spreadsheet database of attendees

Marketing

- Develop HTML ads for email blasts
- Coordinate email blast schedule
- Run print ad for the event (usually one of your ads with a special call out on the top right telling readers about your event.
- At least 2 ads the *PFQ* e-mail e-newsletters promoting the event
- At least 2x e-blast to prospects from lists taken from *PFQ* and other Wiley related publications such as *Spectroscopy Europe* and associated websites.

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