



**DMANC is now part of the DMA National Affiliate Network**  
Our next presentation is on:

**Wednesday, May 19, 2010**

11:30am - 12:00pm Registration & Networking  
12:00pm - 2:00pm Luncheon & Keynote Address  
2:15pm - 3:30pm Bonus Workshop

**Location: Crowne Plaza Hotel**  
1177 Airport Blvd,  
Burlingame, CA 94010

DMANC serves every level of marketing manager that understands the **Power of Direct** in all its forms. Improve your business, your career and build your personal network of important people. Join today at [www.dmanc.org](http://www.dmanc.org)

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# Ten Tips to a Successful Webinar and Video Webcast

## May 19, 2010

### Bonus Workshop:

### Best Practices for Running the Webinar the Day of the Event

**Speakers: Doug Arthur, Sr. Collaboration Consultant, Cisco  
Eric Vidal, Sr. Marketing Consultant, Cisco**

Join us for lunch to hear two industry leaders, Eric Vidal and Doug Arthur, from Cisco, talk about how marketers are communicating with customers and prospects by interrupting less and interacting more by leveraging online marketing programs like webinars and video webcasts. Eric and Doug tell their clients that there are about 100 things you need to do before, during and after your webinar & video webcast to be successful, and in this presentation you will hear some of those and also receive a guide on *Ten Tips for Running a Successful Webinar*.

### What you'll gain from this luncheon session:

- Ten strategic tips for promoting and running a successful webinar program
- An inside look at where other marketers are spending their marketing budget in 2010
- An interactive session where you can ask questions of webinar experts who produce and consult with clients everyday on webinars and video webcast tactics.

### Plus a bonus workshop:

### Best Practices for Running the Webinar the Day of the Event

This will be a hands-on session about best practices inside the webinar. We'll discuss webinar etiquette, preparing your speakers, practice sessions, handling questions, and preparing the webinar for on-demand access. The speakers will have a live webinar running on-screen, and demonstrate the best practices as well as answer questions.

(Please use one form per person) Join today at [www.dmanc.org](http://www.dmanc.org)

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- YES. E-mail me about DMANC events.  
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### EVENT FEES:

#### May 19, 2010 Luncheon Meeting:

Mktg. Student/Instructor  \$40pp Member  \$55pp Non-Member  \$75pp

#### May 19, 2010 Luncheon Meeting & Bonus Workshop:

Mktg. Student/Instructor  \$40pp Member  \$115pp Non-Member  \$140pp

If you do not have a current membership, the non-member rate will be charged. No shows will be billed. Cancellation Policy: E-mail or fax us; then full refund until one week prior to event.

I WANT TO JOIN DMANC. \$125pp

And as an added bonus receive \$20.00 off this meeting  
**YOUR SIGNATURE IS REQUIRED HERE:**

Yes, I agree with and endorse The DMA Privacy Promise as outlined on its web site: [www.the-dma.org](http://www.the-dma.org) and will encourage my company and the companies it does business with to comply.

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I'd like to volunteer on a committee. Call me.

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