

Obidicut Seminar™ is a comprehensive program of Web conferencing services and technology for lead generation and qualification to accelerate your marketing and sales processes.

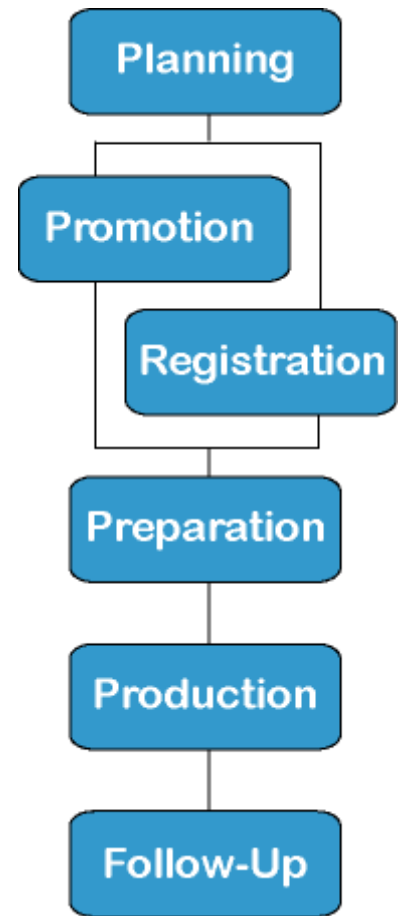
Web seminars are very effective events for reaching out to the marketplace unencumbered by geographic and time constraints. You can present a variety of information through a common Web browser while speaking and taking questions by phone – very convenient for your speakers and your audience. Through the process of registration, event interaction and post-event surveys, you can capture important information about prospects more quickly and cost effectively than live events or direct marketing alone. Obidicut Seminar gives you the tools, knowledge and confidence to run successful Web seminars:

- An effective strategy combining promotion, theme development, speaker selection and sales integration to meet specific goals
- Online promotion and registration to get the right people to your event
- Technology and training to show PowerPoint slides, common office documents and Web site pages with the help of live mark-up tools
- The ability to demonstrate applications live from your desktop
- Polling questions, Q&A features, live chat and surveys to interact with and gain information about your audience members
- Data gathering and formatting for rapid transfer to your sales process

Program Elements – Obidicut Seminar encompasses every step in the Web seminar process, from initial planning to hand-off to the sales force. We can work with and augment your existing marketing and Web site resources for consistency and cost efficiency.

1. **Planning** – We develop a complete plan and schedule to maximize the results and the use of everyone’s time.
2. **Promotion and Registration** – Obidicut leverages its decades of marketing experience as well as business partners to execute an effective process for building the right audience for your seminar.
3. **Preparation** – We make sure the content, speakers, technology, audience and interaction points are prepared for a great event.
4. **Production** – One of our event moderators works with you during the event for a superior production and relaxed, confident speakers.
5. **Follow-Up** – Based on tactics defined during the planning stage, we quickly follow-up with all registrants and attendees, and deliver seminar results to your sales force in a form and level of detail it can use.

Obidicut Delivers – Obidicut Webinar starts at \$9750 for a complete Web seminar program. You leverage our experience planning and executing Web seminars and meetings for a variety of companies and industries. Moreover, we draw on decades of experience in business processes involving marketing, sales, operations and technology. We focus on the business value and measurable results made possible by Web conferencing.



The Obidicut Webinar process works to ensure an efficient, cost effective and successful Web seminar for generating leads and qualifying them for subsequent sales efforts.

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