

## Webinar Solutions



Webinars have become a key business tool that enables companies to educate existing customers, strengthen their customer service, and develop new customers. *Architectural Products* and *TheContinuingArchitect.com* (TCA) offers a unique live and on-demand Webinar Solutions platform.

Now you can plan, market, schedule and execute your CEU in one place as both a live event and as an on-demand CEU for up to three years.

**Turnkey Webinar Solutions Services** include:

- **Marketing.** *Architectural Products* and *TCA* will help market your webinar by providing access and distribution to your customized target audience, including to your own targeted e-mail contact list
- **Scheduling.** Our hosting service will schedule your event. This includes invitation e-mails for the event, sending out reminders after registration, preparing the registration page, supplying you a link to use for inviting people to your event. We make it simple. Webinars can hold up to 1,000 people.
- **Rehearsal.** Our Solutions Service includes one practice session prior to the "big day." Our professional moderators will walk you through your presentation and learn online procedures.
- **Webinar Presentation.** Your moderator will act as a host and serve as the facilitator between you (as presenter) and your audience. Trained professionals make it easy for you to concentrate on delivering your content.
- **Q/A.** Always leave time for questions and answers at the end and your host will facilitate this activity.
- **Recorded Content and Web Hosting.** Your webinar will be recorded, with presentation content (slides) then converted to a video for free on-demand access at *TheContinuingArchitect.com* and your website via proven iFrame technology. For a CEU, this can be an on-going benefit and excellent source for sales leads. Video content will be hosted for up to three years (AIA/CES program rules apply)
- **Reporting.** You will receive a list of everyone who attended and did not attend after registration for follow up. For on-demand programs, customers receive secure login credentials to access course registrants and viewing data.

### Key Differentiator:

Unlike competitive solutions, your webinar will be recorded, with presentation content (slides) then converted to a video for free on-demand access at *TheContinuingArchitect.com* as well as your website using proven iFrame technology.

For a CEU, this can be an on-going benefit and excellent source for sales leads. Video content will be hosted for up to three years.

Net Cost: \$9500

**Additional Services Available** ("not to exceed" estimates provided on request)

- **Content Creation.** If you need help preparing your content, our staff can help. Content creation is outside the scope of the Webinar Solutions Service, but is available on an event-estimated basis. Talk to your sales representative if you need this service.
- **Content Enhancements/Updates/Revisions.** Our staff content developers can revise, update and enhance your out-of-date presentation deck to include new images, code information and video assets in order to improve the overall presentation of educational content
- **Professional Presenter.** Professional talent can be arranged to deliver your presentation.

**Begin the conversation.**

Contact Tim Shea, Managing Partner - Construction Business Media to start planning your webinar events.  
tshea@cbmedia.us.com / 847.359.6493