

Introducing...
The *Enhanced* Webinar
A new experience in Web-based presentations

Webinars. A web-based “seminar.” Typically a PowerPoint and a conference call. If you’ve hosted or even attended one, you’ve often wished there was something, anything, you could do to make them more dynamic, more engaging. You know what it’s like.

The New Experience

But what if the webinar is surprisingly different than what you’re used to? What if you see a live video feed of the host, a live video feed of the subject-matter expert, yet *another* live video feed of the equipment, software, or process in action (e.g., a factory, lab, or field application) as well as a razor-sharp view of the computer application being discussed?

Imagine that today’s topic is a new software product. When this “enhanced” webinar begins, the host introduces the topic and the presenters, and then gives temporary control of the broadcast to the subject-matter expert, who explains what the software does. Before she goes into it too deeply, though, the host draws attention to the factory setting, where one of her customers is demonstrating the real-life application.

A few minutes into this webinar, you have a question. You can post a chat question on the left of your screen, or if you want more privacy, send an e-mail to the host. Do you need a data sheet for the software product? Easy; there’s a list of supporting documents you can download on demand.

Would this make you rethink your attitude toward the value of a webinar? Just think how you could communicate your message more effectively this way. *Quality Digest* now offers our Enhanced Webinars with all these features, and more.

The screenshot shows a webinar interface with several key components:

- VIDEO FEED:** A top bar with navigation icons (back, forward, search, refresh).
- FIELD APPLICATION:** A large video window showing a factory setting with workers in white coats.
- QUALITY DIGEST HOST:** A video window showing a man with a beard.
- SUBJECT EXPERT:** A video window showing a woman.
- ITEM #009:** A window displaying a 3D technical diagram of a mechanical part with various colored sections (red, green, blue, pink).
- NOTES:** A section with the text "Questions: comments@qualitydigest.com" and a callout: "Click here to email a question live".
- CHAT:** A section with a conversation: "Steve: How many ways can the software interpret the data points?" and "Richard: Two. Mean and RMS." with a callout: "Option to open a live chat room".
- FILES:** A section listing "2 files: abc.xls, xyz.pdf" with a callout: "Additional information and resources".
- Callouts:**
 - "Extra room to move and resize screen elements" pointing to the 3D diagram window.
 - "High resolution screen share to show application or recorded video" pointing to the 3D diagram window.
- Footer:** "For more information please visit QualityDigest.com QD"

Why Have *Quality Digest* Produce Your Enhanced Webinar?

Differentiate yourself—break the mold of a typical webinar! How many webinars stand out in your memory?

“Showmanship”—we understand how to make media work to increase communication, clarity, and entertainment.

Production quality—we guide the choreography and “button pushing” to ensure a smooth production.

“Honest broker”—as an independent and well-respected media company, our users trust and value the information that we choose to present to them.

What Marketing Support Is Provided?

- Premium website position
- eBlasts announcing the webinar to the *Quality Digest* subscriber list (segmentable)
- Placement as a Highlighted Event in the *Quality Digest Daily* e-newsletter
- Promoted during the *Quality Digest Live* weekly video program

Additional Support

- Professional and experienced host / facilitator
- Registration management
- Video recording is posted on our website
- Video file is provided for posting on your website



Presentation Capabilities

When planning an Enhanced Webinar, you don't need to limit yourself to one location. The organizer of your company's webinar can be in Denver, your presenter might be in Detroit, the customer's site for the third feed could be in Miami, and our *Quality Digest* host in Sacramento.

A smooth presentation requires a script outline with timing, a list of key points to present, and of course, a rehearsal, typically two days before the event.

Key Functionality:

- Easily see who's talking—the current speaker's video window is highlighted.
- Our host can allow the presenters to control what the audience sees, then take back control as appropriate.
- Our host can hide one or more of the video feeds and “unveil” them when desired (great if you want to wait for a certain moment to bring someone / something in).
- Our host can mute the audio of a video when it's not the focus of the presentation (great for a noisy factory floor).
- Attendee can share his / her screen to aid in asking a question, but only with the approval of the host.
- Attendees can download supporting documents on demand.

How Does a Self-Produced Webinar Compare to Our Enhanced Webinar?

Feature	Quality Digest Enhanced Webinar	Self-Produced Webinar
E-mail marketing	Included—a targeted, industry-specific list of interested professionals with purchasing authority.	You buy a list
Advertising	Included—see bubble above—“What Marketing Support is Provided?”	You buy space in third- party publications or websites
Facilitator	Included—experienced media editor with broadcast and facilitation know-how.	You ask a colleague
Web hosting	Included—multi-featured portal that provides simultaneous video and audio, application sharing, communication options, multiple levels of privileges, and a view of an attendee's computer configuration for assistance.	Sign up for Webex-type account
Branding	Included—You are co-branded with <i>Quality Digest</i> in promotion, registration, and login. You are prominently featured at login.	A Webex-type account provides a minor graphical placement
Lead generation	Included—complete contact information for all registered attendees made available within two days of the event.	?
Video feeds	Included—three are available, more if needed to involve audience.	?

About Quality Digest—For 30 years *Quality Digest* has been bringing news and information to quality professionals. With more than 40,000 subscribers, we are *the* source for cutting-edge management, tools, and innovation in the field. *Quality Digest* is a part of Millennium 360 Inc., a company that has moved beyond “just” publishing to embrace the challenges of a “new media” world. In an era where publishers are struggling to figure out the future of magazine publishing, Millennium 360 is writing a new set of rules.