



the  
RTC Group

WEBINAR KIT

# Virtual events *real engagement*

**YOUR ORGANIZATION MAY HAVE ENOUGH LEADS...BUT DO THEY HAVE THE RIGHT ONES?**

## *marketing results first – whimsy second*

The RTC Group has developed a reputation over the past 25 years as the “go-to” team when results are on the line. Some marketers believe that innovation means jumping into new products before understanding their return and how it affects sales needs. The RTC Group continues to focus on providing real, measurable marketing vehicles designed to move your products along the sales funnel.

- *expert event promotion*

Whether RTECC, Tech Design Forum, the ARM Developers’ Conference or specialized training events for industry leaders, the RTC Group knows how to reach engineers and attract them into relationship with our clients.

- *personalized attention*

Do you want a media partner that takes your order, puts your promotion into the queue, fires and forgets? If you want more attention and less hassle, we are your dream team.

- *dedicated database*

The RTC Group has developed a dedicated following of over 205,000 engineers in the embedded and electronics engineering industry. We have the most focused and thoroughly vetted means of reaching the contacts recognized to buy product.



# Our Marketing Solutions

*you build it — we deliver*

*The key to the best webinar experience is good promotion. Even with the best platform and best presentation, you can't be successful without a strong qualified audience. The RTC Group has developed two promotional channels to fit the needs of our clients.*



## *impression based promotion*

Our most common webinar promotional plans are orchestrated as a comprehensive marketing outreach plan. The RTC Group utilizes its internal direct marketing channels to drive attendance. We often complement our direct marketing efforts with channel specific online advertising, keyword advertising and promotion through social networking channels.

Whether you are trying to attract an audience of 20 or 500, or want to reach only a specific demographic – The RTC Group has the marketing resources to meet your attendance goals.

**PRICE – Webinar customers are given favored pricing and activity control based on the standard RTC Group marketing rates. Each campaign is customized to meet the audience generation goals of the presenter. Generally included in campaign pricing is:**

- Direct Marketing (Mail, Email, or telemarketing)
- Online Advertising (RTC affiliated website and newsletters, social network portals and Keyword Advertising)
- Traditional Advertising (RTC publications and partners)

## *lead based promotion*

Many companies are looking to “test the waters” of webinar effectiveness. A pay-per-lead (PPL) promotional program gives them an opportunity to translate their marketing exposure directly into performance. The RTC Group can cater a PPL promotional program to fit varying audience needs. Depending on the size of your market, the distinctiveness of your technology, or the awareness of your brand, a PPL campaign is often the most effective marketing strategy.

**PRICE – Pricing is negotiated on a cost per lead basis depending on the editorial focus of the webinar, size of the target audience and regional emphasis. Lead based promotion has specific advantages:**

- Lead Based Promotion insures client only pays for webinar promotion performance.
- The RTC Group coordinates and manages promotional campaigns to maximize results to meet attendance goals. Client isn't asked to monitor specific campaign activities, only performance.

### *pro tip:*

**Webinar promotion must be contracted separately from the webinar production. Work with your sales rep on a program that works for you.**



# Webinar platform

THE RTC GROUP OFFERS A ROBUST PLATFORM TO REACH  
YOUR CUSTOMERS WITHOUT LEAVING YOUR OFFICE.

## FULL SERVICE WEBINAR PLATFORM \$3,695

Our advanced webinar platform provides a robust platform and technical support from start to finish.

1. LIVE, Simulive or On-Demand webcast with synchronized slides and enhanced interactivity
2. Recording assistance for Simulive and On-Demand services
3. Choice of audio/or webcam video presentation
4. Up to 60 streaming minutes
5. Up to 250 viewers
6. Live Q&A Session for Simulive Webinars
7. Operator Assisted Moderation and Technical Support
8. Presenter training
9. Automated event emails and reminders
10. Polls, URLs and Flash Video Clips
11. Live Screen Sharing (for Audio events only)
12. Automatic archive with three months of hosting
13. Registration and audience reporting

## ADDITIONAL SERVICES

1. Extending On-Demand Hosting - \$75/mo.
2. Additional Live viewers - \$525/250 bundle
3. Single File for Client (\*wmv, mp4 or \*flv file of on-demand presentation) - \$550
4. Post-Event Survey - \$1,195
5. Production quality video - Quote
6. Rush fees for service with less than 72 hour notice – Quote

\*\*Promotion not included in Platform Pricing

## CHOOSE A FORMAT THAT WORKS

**LIVE** – Choose your date and time, and reach out to a virtual audience just like you were at an industry trade event. Both our Basic and Advanced webinar services allow you to broadcast your webinar live.

**ON-DEMAND** – Allowing your customers to find you on their own time is one of the advantages of webinar production. Record your webinar live and allow the audience to view your content at their convenience. Both our Basic and Advanced webinar services allow you to broadcast your webinar on-demand.

**SIMULIVE** – Sometimes you need the control of pre-recording a webinar, but want the experience of a live event with other professionals all tuning-in together. Simulive allows you to pre-record your presentation, but manage the event the like a LIVE webinar. Live Q&A, Polling, and other services are available during a Simulive webinar. ONLY the Advanced webinar service allows you to broadcast your webinar Simulive.

## CONTACT US

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