

## Webcast Marketing Materials Needed

**Due on or before Friday, August 28th**

### Webcast details needed to market your webcast:

- Webcast title, description and topic highlights listed in 3 bullet points
- Speaker bio(s) and contact information
- Speaker photo guidelines:
  - Full-color professional head-shot
  - High resolution JPG File - 300 dpi Minimum
  - Maximum File Size: 2 MB
  - Maximum File Width: 500 Pixels
- Company or product logo - high resolution, 300 dpi (.eps format preferred) and the
  - URL for either your company home page or the specific product landing page
- Optional - Show Special Offer (listed below session description)

### TIPS

#### Webcast Title:

- Keep it short and inviting (Approximately 5 words)
- Descriptive wording (What is it about?)
- Using a number, if applicable, seems to draw more registrants
  - Example: 10 Business Changes to Stay Competitive; 5 Ways to Do Something

#### Webcast Description:

- Approximately 5 sentences
- Keep it short and to the point

#### Speaker Bio:

- Be brief - a short paragraph, two or three sentences recommended
- Speaker professional photo is also needed