



# ebiz info cast

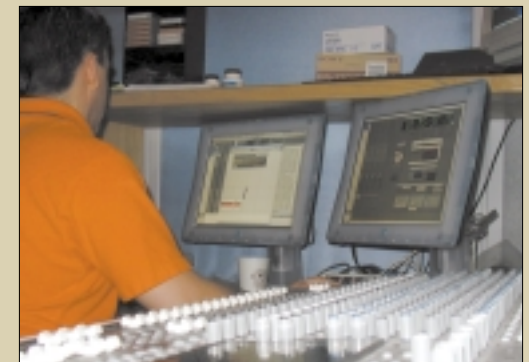
**Cebiz info.cast provides a fast, convenient, and cost-effective way to deliver timely information to large groups over a wide geographical area. Anyone with an internet connection and web browser can participate!**

Cebiz info.cast combines the rich visual content of a web site with the engaging features of a professionally hosted, live radio broadcast. Each live info.cast features a client-specific home page that contains program information, a chat interface for audience questions, and navigation buttons to access text and graphics "slides" during the broadcast. The home page remains visible throughout the broadcast; the slides display in a frame within the home page. The audio portion plays through the web browser using RealPlayer™ or Windows Media Player – both are freely available plug-ins that most users already have! On the day of the broadcast, the audience simply logs on to the home page using an assigned password.

Cebiz info.cast is ideal for communicating with dealers, sales reps, and the press. It saves time and money for both the messenger and the audience.

As a technology, info.cast is distinguished by its simplicity and near-universal accessibility. As a service, it is distinguished by the quality of the Cebiz content.

As described in the table on the facing page, the info.cast process comprises four stages, each involving steps related to the program itself and to the audience. Cebiz works closely with clients to define the goals and structure of an info.cast. Then we write the script, prepare all the needed materials, develop the web site, implement the broadcast, and provide follow-up services. Our creative skills and collective expertise in all areas of sales and marketing development ensure an effective and compelling presentation.



*info.cast is a service of the consulting firm **Cebiz** in exclusive association with **Malibu Studios**, a state-of-the-art audio and video post-production firm (formerly part of CurtCo Freedom Group). The info.cast studio, shown in the pictures above, is located in Malibu, California.*

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## STAGE 1: DISCOVERY

### DEFINE PROGRAM

Cebiz and the client discuss the goals and structure of the program, its length, and the host(s) and guests.

### EVALUATE MATERIALS

Cebiz and the client evaluate existing support materials for suitability. Cebiz will propose new materials as needed.

### IDENTIFY AUDIENCE

Cebiz and the client identify and characterize the target audience for the program.

### PLAN AUDIENCE CONTACT

Cebiz and the client determine how best to contact and instruct the targeted audience.

## STAGE 2: PREPARATION

### DEVELOP SCRIPT

Cebiz writes the script, which in addition to narrative specifies the start and finish times of each segment; audience cues for clicking on new slides; and references to materials received by the audience.

### BUILD WEB SITE

Cebiz creates the info.cast web site, which contains all of the text and graphics as individual "slides" that display on the home page. Materials can also be posted as PDF files for advance downloading by the audience.

### POLL AUDIENCE

Questions or comments about the program are solicited in advance and factored into the script.

### CONTACT AUDIENCE

Invitations and reminders are sent via e-mail. Audience members who accept the invitation get a URL for registration and explicit program instructions.

*Depending on the type of program, support materials such as brochures, technical manuals, or even actual product samples may be delivered to the audience or made available for downloading in advance.*

## STAGE 3: ACTION

### REHEARSE & BROADCAST

Cebiz and the client perform a dry run to ensure all elements of the program are working properly. The actual broadcast takes place at the info.cast studio in Malibu (remote studio hosting is available as an option).

The Cebiz host sets the pace and can respond to audience feedback monitored by the producer. Remote guests are patched in via phone from their locations.

### AUDIENCE PARTICIPATION

In the days leading up to the program, the audience is instructed to test their set-up and download a browser plug-in if necessary (links provided on the testing site). On the day of the program, audience members log on to the site using a password. During a live broadcast, questions can be sent to the studio via a chat interface on the home page.

#### Requirements

**Computer:** PC or Mac

**Browser:** Explorer or Netscape

**Plug-in:** RealPlayer™ or Windows Media Player

**Modem:** 28.8 or higher

**Built-in or external speakers**

## STAGE 4: FOLLOW-UP

### MARKETING INTEGRATION

info.cast can be integrated into – or used to jump-start – a comprehensive communications initiative. For example, Cebiz can develop an extranet that facilitates the archiving and delivery of product and technical information, visual assets, etc.

### FOLLOW-ONS

Cebiz can conduct additional surveys or deliver announcements or offers related to the program.

### SURVEY AUDIENCE

Audience members are asked to complete a short feedback survey prior to the end of the program.

### SURVEY RESULTS

Cebiz reports audience survey results to the client.

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## Cebiz info.cast Features

- Takes place on a single home page accessed through your web browser
- Text and graphics “slides” appear in a frame within the home page
- Every slide has its own access button on home page
- Audio plays through free RealPlayer™ or Windows Media Player plug-in
- Requires only a basic dial-up internet connection and speakers
- Program site is password-protected
- Cebiz creates and implements the program in consultation with the client
- Live broadcasts feature a simple chat interface for sending questions
- Broadcasts are professionally hosted by Cebiz from a modern studio
- Host sets pace and can respond to audience feedback
- Remote studio hosting available as an option
- On-air guests can be patched in from multiple locations via phone
- Programs are archived for subsequent access 24/7
- Printed support materials are delivered in advance or posted to the site for advance downloading
- Cebiz follow-up surveys provide valuable feedback
- Programs can be integrated into broader marketing efforts

## Cebiz info.cast Benefits

- Reach audience for a fraction of cost of traditional meetings and seminars
- Have great meetings with customers, salespeople, reps, the press... without anyone leaving the office
- Get large groups “on the same page” simultaneously
- Train and communicate with more regularity
- Live talk is more engaging than just written materials
- Deliver your message to a precisely targeted audience
- Less (or no) time away from work for audience
- Audience can access programs anytime and as often as needed
- Instant feedback to identify new opportunities or respond to trouble spots
- Correct misinformation quickly and personally (crisis management)
- Save travel and man-hour costs
- Save printing and mailing costs
- Enhance value of existing printed and on-line materials
- No special hardware or software required

## Cebiz info.cast Pricing

Every info.cast is quoted individually. Content creation, length of broadcast, and size of audience are the key cost variables. Note that the cost of an info.cast is a fraction of what a traditional “analog” event would cost to reach the same audience.

## Sign Up Today!

If you would like to sign up for a Cebiz info.cast or have additional questions, please contact:

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Sales & Marketing Solutions for  
Consumer Electronics Professionals

### About Cebiz

Cebiz is a full-service marketing development and consulting firm founded by four respected CE industry veterans: John Caldwell, Chris Esse, Richard Frank, and Kevin Leja. Together, they have more than 100 years experience in virtually every facet of the CE industry – from retail to sales management; from editorial to PR and ad agencies; from R&D and manufacturing to the latest in web-based products and services. info.cast is one of several sales, marketing, and creative services offered by Cebiz. To learn more, visit [www.cebiz.net](http://www.cebiz.net).

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