



Why use Web Events?

In the current economic climate businesses need to reach further afield.

However, travelling to different parts of the country (or world) to run local events for small numbers of attendees is a very expensive and very time-consuming approach.

Using the Internet, you can run web events, often called webinars (web seminars) to sell throughout the whole country, or even world-wide, depending on your ability to deliver your products or services further afield.

Web Events can help you reach these new markets without ever leaving your office.

Why use *The WebEvents Company*?

We are the leading provider of fixed price web events services to small and medium size businesses. We deliver a comprehensive and professional service, all for an affordable fixed price.

Highlights:

- *The specialist WebEvents company focusing on Small and Medium Businesses*
- **No one has more experience**
- **Comprehensive fixed price service**
- **Unique access to comprehensive range of broader business development and management services**
- **Our experience comes free!**

"Companies conducting 6+ Webinars per year find them more effective in generating quality leads."

Contact us now

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www.TheWebEventsCompany.com



No one has more experience

The founder of the company alone has personally managed and run more than 300 successful events.

We recognise that the smaller business often does not have an in-house database of potential customers, the experience to run such events professionally or the budget to buy in the necessary resources. It also needs to be able to fully control its costs. Large organisations can afford the resources with the skills to put on professional events. They either have large databases of prospective contacts or can afford to buy in the data, which can be very expensive. Small and medium businesses often cannot afford the skilled resources and often do not have access to quality contact data, so they miss out on this excellent marketing opportunity or waste money putting on poor quality and amateurish events.

Now you can compete with the big boys! **It is so easy**, as we take away all the hassle. The **WebEvents** Company offers a unique professional, all-inclusive fixed price web events service including:

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|------------------------------------|---|
| Pre-event planning | <ul style="list-style-type: none">▪ We agree with you the date, time, objectives, target audience and key messages. |
| Manage invitation process | <ul style="list-style-type: none">▪ Check the count of contacts in our business database that match your criteria▪ Create the invitation email.▪ Send the email to the target audience (up to 10,000 contacts included in the package).▪ Send a follow-up email invitation to the same audience. |
| Social media promotion | <ul style="list-style-type: none">▪ Promote your event using relevant social media. |
| Manage registration process | <ul style="list-style-type: none">▪ Manage the registration and approval process.▪ Send out joining instructions to all registrants. |
| Pre-event rehearsal | <ul style="list-style-type: none">▪ Arrange a rehearsal event with your presenters to ensure a smooth and professional event. |
| Email reminders | <ul style="list-style-type: none">▪ Send reminder emails to all registrants to maximise attendance rates. |
| Pre-event report | <ul style="list-style-type: none">▪ So you know who has registered and what information they have provided. |
| Live event hosting | <ul style="list-style-type: none">▪ Manage and host the event, co-ordinate Q&A, so you can concentrate on your presentation messages. |
| Post-event follow-ups | <ul style="list-style-type: none">▪ Send out emails to all registrants relevant to whether they attended or not. |
| Post-event report | <ul style="list-style-type: none">▪ So you know who attended, who did not turn up, what questions were asked and what follow-up information has been requested. |
| Event recording | <ul style="list-style-type: none">▪ We will record the event and make the recording available for your future use. This is particularly useful for those who were unable to attend the event. |

And we can offer so much more

Including many add-ons to the standard service such as help with presentation or collateral presentation. Through our sister company Interimco (www.interimco.co.uk) and our network of associates we can provide a wide range of other sales, marketing, finance or business management services to help you manage develop you business.

Contact us now for more information and to start preparing your first event.

Opening new markets for your business

Professional
Affordable
Added Value