

WEBCASTING

How to Broadcast
to your customers
Over the Net



Jessica Keyes

Webcasting How To Broadcast To Your Customers Over The Net

Ben Chodor



Webcasting How To Broadcast To Your Customers Over The Net:

Webcasting Jessica Keyes, 1997 Offers ways to push information such as Web pages news updates and live sound and video over the Net to a targeted audience Features a value added companion Web site so readers can get book updates and the Webcasting tools described in the text Annotation copyrighted by Book News Inc Portland OR *Webcasting: The Definitive Guide to Broadcasting on the Internet* Pasquale De Marco, 2025-03-10 In the ever evolving digital landscape webcasting has emerged as a powerful tool for connecting informing and entertaining audiences worldwide This comprehensive guide unlocks the secrets of successful webcasting empowering you to create engaging and impactful online experiences Written in a clear and accessible style this book provides a comprehensive overview of the field covering everything from planning and preparation to content creation and delivery You ll learn how to engage your audience build a loyal community and monetize your webcasts to achieve your business goals With expert insights and practical advice this book guides you through the technical aspects of webcasting ensuring that your broadcasts are seamless and professional You ll discover how to choose the right platform optimize your internet connection and troubleshoot common issues But this book goes beyond the technicalities delving into the art of creating engaging and informative content that captivates your audience You ll learn how to develop clear and concise messages incorporate interactive elements and utilize social media to promote your webcasts Whether you re a seasoned professional or a newcomer to webcasting this book is your essential companion You ll find everything you need to know to create successful webcasts that leave a lasting impression Key Features Comprehensive coverage of all aspects of webcasting Practical advice and expert insights Real world examples and case studies In depth exploration of content creation and audience engagement Guidance on monetization and revenue generation Up to date information on the latest trends and innovations in webcasting With this book as your guide you ll be well equipped to harness the power of webcasting and create online experiences that captivate inform and inspire your audience If you like this book write a review Transitioning to Virtual and Hybrid Events Ben Chodor, 2020-09-23 Creating virtual events is not as simple as moving the same content online learn how to immediately leverage virtual solutions for effective in person online events As the global COVID 19 pandemic continues to have unprecedented impact on both the global economy and the whole of the world population the need for effectively and efficiently connecting people and the right information has never been more urgent Although the technology infrastructure currently exists many organizations are scrambling to create virtual meetings and events to address important time sensitive issues Transitioning to Virtual and Hybrid Events explains everything an event host needs to know about going virtual from understanding the new audience to adapting content to the new medium to marketing effectively and much more Author Ben Chodor president of Intrado Digital Media provides expert advice and real world instructions for delivering engaging hybrid virtual and streaming events and webinars for companies of all sizes and across all industries Packed with detailed tutorials real world case studies illustrative

examples and highly useful checklists this comprehensive resource provides step by step guidance on Planning creating and implementing a digital event Choosing between a stream a webcast or a hybrid event Evaluating different technological solutions Producing compelling virtual content for a variety of scenarios Effectively promoting online events Meeting the needs of a diverse and global audience Transitioning to Virtual and Hybrid Events is an indispensable instruction manual for anyone tasked with enhancing their organization s continuity plans enabling their employee base to work remotely or creating any type of virtual solution to meet this urgent crisis

Emerging Business Online Lara Fawzy, Lucas

Dworski, 2010-10-04 In this first comprehensive guide to Internet B2B marketing in emerging markets the authors introduce their proprietary ebocube Emerging Business Online approach a comprehensive applications oriented method that covers every stage of the marketing process Using their framework and methodology business leaders can implement a low risk high reward business model penetrate the world s fastest growing markets and create significant value where it never existed before The authors begin with an up to date introduction to emerging markets including economic potential languages culture time zones economies politics and Internet mobile penetration Next they review emerging market best practices for branding distribution segmentation and collaboration Then in the heart of the book they introduce the powerful three phase Internet based ebocube B2B marketing and sales model Readers will learn how to establish metrics and dashboards to stay on track through the entire commercial cycle how to plan and manage campaigns from selling propositions to media mix how to utilize email webcasts websites and banner ads in emerging markets how to mix in offline media and channels how to budget and manage marketing operations and much more Emerging Business Online concludes with detailed case studies showing ebocube at work driving real profits

Online Entertainment and Copyright Law

United States. Congress. Senate. Committee on the Judiciary, 2002 *Copyrighted Webcast Programming on the Internet*
United States. Congress. House. Committee on the Judiciary. Subcommittee on Courts and Intellectual Property, 2000

Office Management Mr. Rohit Manglik, 2023-04-04 EduGorilla Publication is a trusted name in the education sector committed to empowering learners with high quality study materials and resources Specializing in competitive exams and academic support EduGorilla provides comprehensive and well structured content tailored to meet the needs of students across various streams and levels

Selling For Dummies Tom Hopkins, 2015-03-02 Your guide to the most up to date selling strategies and techniques No matter your skill level this new edition of Selling For Dummies helps you lay the foundation for sales success with the latest information on how to research your prospects break down the steps of the sales process follow up with customers and so much more Selling when done right is more than a job it s an art With the help of Selling For Dummies you ll discover how to stand head and shoulders above the crowd by knowing your clients and approaching selling with passion and a positive attitude The book covers making killer sales pitches and presentations using the latest technologies to your advantage establishing goals and planning your time efficiently partnering with others

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Hands-on Guide to Webcasting Steve Mack,Dan Rayburn,2006 First Published in 2005 Routledge is an imprint of Taylor Francis an informa company *The Advocate* ,2000-03-14 The Advocate is a lesbian gay bisexual transgender LGBT monthly newsmagazine Established in 1967 it is the oldest continuing LGBT publication in the United States CIO ,1999-11-01 Encyclopedia of Digital Government Anttiroiko, Ari-Veikko,Malkia, Matti,2006-07-31 Containing more than 250 articles this three volume set provides a broad basis for understanding issues theories and applications faced by public administrations and public organizations as they strive for more effective government through the use of emerging technologies This publication is an essential reference tool for academic public and private libraries Business ,2003 *PC Mag* ,2004-01-20 PCMag com is a leading authority on technology delivering Labs based independent reviews of the latest products and services Our expert industry analysis and practical solutions help you make better buying decisions and get more from technology *Special Events* Seungwon Lee,Joe Goldblatt,2020-08-25 Recent years have seen dramatic changes to the events industry The influence of social media and global communications technology increased focus on environmental sustainability and social responsibility and changes to the economic and cultural landscape have driven rapid expansion and increased competition *Special Events Creating and Sustaining a New World for Celebration* has been the event planner s essential guide for three decades providing comprehensive coverage of the theory concepts and practice of event management The new Eighth Edition continues to be the definitive guide for creating organizing promoting and managing special events of all kinds Authors Seungwon Shawn Lee and Joe Goldblatt internationally recognized leaders and educators in the industry guide readers through all the aspects of professional event planning with their broad understanding of diverse cultures and business sectors This definitive resource enables current and future event leaders to stretch the boundaries of the profession and meaningfully impact individuals organizations and cultures around the globe Global case studies of high profile events such as the PyeongChang Winter Olympic Games and Norway s Constitution Day annual event complement discussions of contemporary issues surrounding safety security and risk management Each chapter includes Ecologic Techview and or Secureview mini case studies a glossary of terms plentiful charts graphs and illustrations and links to additional online resources Commonsense Direct & Digital Marketing Drayton Bird,2007 Demonstrates how to plan and execute profitable direct marketing campaigns using the media of direct mail internet marketing copywriting and design

How to Work an Exhibition Stand P J Alexander,2012-10-11 The Smartest Route to New Customers Whatever your product service or industry whatever the size of your company if you are not participating in exhibitions also called trade

fairs or trade shows you may be missing out on one of the smartest most overlooked and yet most rapidly developing routes to new customers and markets

How to Work an Exhibition Stand teaches you how to organize your participation at an exhibition including how to manage your exhibition stand exhibition booth how to train your staff in house how to set clear marketing goals and how to design a coherent marketing promotion and follow up strategy

Your Secret Weapon in a Crowded Marketplace

In today's crowded marketplace with its multiple and expensive marketing channels many companies are turning to exhibitions to get their products and services in front of targeted buyers people who want to talk to them people who will travel to see hear touch taste and experience their products or services

How to Work an Exhibition Stand reveals insider secrets on how to get the most from your appearance at any exhibition

Train Your Staff to Act like Professionals

As well as fees for outsourced exhibitor training when you add travel and accommodation costs this can be a sizeable expenditure

How to Work an Exhibition Stand shows you how to prepare your staff in house for an exhibition

Here's just some of the critical information you will discover inside

- 15 reasons why visitors come to exhibitions
- 26 good reasons to exhibit
- Select the right exhibition UK or overseas
- Select your exhibition manager
- Select your exhibition team
- Select the right team for a given show
- People you don't want on your team
- 3 basic types Exhibition team skills and competencies
- Attract visitors to your stand
- The 2 essential truths every exhibitor must know
- Why visitors don't care about you your products or your company
- How to speak with visitors on and off your stand
- 3 small words that help you sell
- How to make the first move
- The bitter truth of why people buy
- Four words you must never say to a visitor
- Qualify a visitor in 30 seconds
- 22 examples of stand behaviour to avoid
- Deal with visitors who are of no interest to you
- Why you should never assume you know why someone is buying
- 4 key steps to help a prospect arrive at a buying decision
- Key questions to break the ice with visitors to your stand
- Deal with objections misunderstandings dislike suspicion indifference
- Deal with rejection the secret of understanding and handling rejection
- The difference between personal and concept rejection
- Three little words to make you laugh at rejection
- The story of the Buddha and the apple it could change your world view
- In house games that overcome rejection
- Understand that rejection is not failure
- Using Social Media for promotion
- Uncover visitors real issues
- Use the party technique to get visitors to trust and like you
- 7 techniques to extract maximum information from visitors
- 34 questions to focus the conversation with visitors
- Use flimsies to say no politely
- Deal with salesmen and students
- Deal with unidentified visitors
- 10 tips on how one person can deal with several visitors at a time
- Deal with troublesome visitors
- 33 tips for individual exhibitors includes dress grooming attitude
- Understand the mind of the visitor
- Identify visitors real issues
- Use reverse focus open questions to keep you in control
- Why people never buy something for what it is
- Appeal to visitors emotional buying instincts
- Why people are not interested in saving time
- Why saving money is not a major issue
- Why price is not always the main consideration
- Close the conversation summarize propose a plan of action get agreement
- Take the initiative and get an appointment
- Examples of closing statements
- Use reduced eye contact to end a conversation
- Why last impressions are

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