

Transform a Single Event into a 6 Month Campaign

Our eBroadcast Plus package is available exclusively to Frost & Sullivan sponsors in partnership with The Content Firm's Webcast Buffet® service.

Enhance your ROI by integrating this innovative offering with the live eBroadcast. Content from the original presentation is re-created to be most effective in an interactive non-live environment.

- Retain a larger audience over an extended period of time.
- Empower attendees - categorized content insures participants have easy access to the information they want, when they want it!
- Identify how visitors are reacting to specific ideas and points of interest through a customized online format.

The screenshot shows a web page titled "What Path Are You Taking To Supply Chain Success?". It features a navigation bar with "BUSINESS PROCESS", "TECHNOLOGY", "RFID", and "IMPLEMENTATION". The main content area includes a section titled "The Changing Chain" with a sub-section "That's Life" and a video player. On the right, there is a "PANELISTS" sidebar with photos and bios of Peggy Winstead (SAKS Inc.) and Kevin Morrow (The Container Store). Red lines and labels point to various features: "PANELIST PHOTOS, SLIDES, BIOS" points to the panelist photos; "CATEGORIES" points to the navigation tabs; "HEADLINE TEXT DESCRIPTION" points to the article title and sub-section; and "AUDIO CUTS" points to the video player controls.

Higher-Quality Attendees through ON-DEMAND

Senior executives are the most conservative about their time. The intuitive design of eBroadcast Plus allows execs to scan everything about the session in less than 50 seconds and decide if they want to delve deeper.

Content Stays Fresh

Content can be regularly updated, with new interviews, removal of out-of-date points and new thoughts from the panel's experts. This innovative feature creates a progressive event to which participants are able to return time-and-time again.