

### **Webinar A: Selling A New Intranet to Senior Management**

**Date: February 27, 2007 & Time: 1:00 – 2:30 p.m. (EST)**

Most people know intuitively that the intranet can improve productivity and contribute to the organization's business results but they have problems quantifying just what their intranet does or can do to justify further funding. This webinar will provide you with invaluable ideas and steps for building a business case for redeveloping or redesigning your existing intranet.

Prescient Digital Media, which has unmatched experience in developing measurable value for intranets, has prepared an in-depth webinar that will teach you:

- Priorities for building a business case
- How to measure return on investment
- How to identify very specific measurable benefits
- Best practices & case studies that measure ROI

This webinar is ideally suited for communications and technology professionals, along with anyone with responsibility for their intranet.

### **Webinar B: Social Software: Assessing the Value to MyBusiness**

**Date: March 7, 2007 & Time: 1:00 -2:30 p.m. (EST)**

Blogs, wikis and social networking have transformed the way consumers communicate with one another, and earned millions for the founders of YouTube and MySpace. But most companies are still trying to understand how this new Web 2.0 technology can deliver business benefits specific to them.

Prescient Digital Media is a recognized expert on this technology, having spoken about it at events across North America and assisted many clients to assess its value. Based on this knowledge, Prescient has prepared an informative webinar rich in practical ideas for assessing the benefits of social software and maximizing its value. It will deliver:

- A thorough understanding of social software full of real examples and free of jargon
- Insights into the business benefits offered by blogs, wikis and social networking
- A helpful checklist that will enable you to begin immediately determining how your business can gain from this technology.

This webinar is ideal for communications, marketing and technology professionals, as well as line of business managers.

### **Seminar C: Attracting Site Users and Improving their Online Experience**

**This is NOT a webinar. Seating is limited: make sure to register early!**

**Date: March 15, 2007**

**Time: Vancouver 1:00 – 4:00 p.m. (PT) & Toronto -1:00 – 4:00 p.m. (EST)**

You've invested in your website and launched it into a harshly competitive world. Millions of other sites fight for attention, so you need a plan to attract and retain visitors. Unless yours shows up on the first or second page of search results, virtually no one will bother looking for it. And, if they do visit your site, they will abandon it in under five seconds if they experience usability issues. In the online world, gaining a return on your web investment requires an effective strategy for attracting users and maximizing their experience once they're on your site.

Based on proven techniques established through assisting clients to attract and retain visitors, as well as extensive research and writing, Prescient Digital Media's actionable seminar will deliver:

- Cost-effective online marketing techniques
- Inexpensive ways to maximize Search Engine Optimization (SEO)
- A methodology for evaluating the usability of your site
- A checklist of quick wins for improving usability

This seminar is ideal for communications, marketing and technology professionals, as well as business owners.



# Registration Form

Price for Webinar A & B \$149.00 +\$8.94 (6%) GST (#848381547RT0001) = \$157.94

Price for Seminar C \$299 +\$17.94 (6%) GST (#848381547RT0001) = \$316.94

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**Seminar C: Attracting Site Users and Improving their Online Experience**

**Date: March 15, 2007**

**Time: 1:00 – 4:00 p.m. (EST) – Toronto & 1:00 – 4:00 p.m. (EST) – Vancouver**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

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Four convenient ways to register!

Telephone: 1-866-869-7969

Fax: 1-416-767-7180 (fax back this page)

E-mail: [register@summersdirect.com](mailto:register@summersdirect.com)

Mail: SummersDirect Inc.

Suite 1011, 66 Oakmount Road

Toronto, ON M6P 2M8

## About Us!

**Prescient Digital** provides strategic Internet and intranet consulting, planning and communications services to all sizes of organizations and has won 14 awards including a prestigious 2004 Webby Award. Find out why leading organizations such as the Ontario Government, Manulife Financial, Royal Bank and the Federal Reserve Bank (ATL) chose to work with Prescient.

[www.prescientdigital.com](http://www.prescientdigital.com)

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