

## Webinars

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- Build your brand
- Educate K-20 buyers
- Generate red-hot sales leads
- Raise your market profile

A webinar is a strong, interactive program that can bring you brand recognition, prestige in the marketplace, and highly qualified leads while simultaneously providing a tremendous service to educational technology leaders. As a main page feature of **eSchool News Online**, our webinars are custom built and designed around a topic chosen by you and our editorial staff with you as the exclusive sponsor.

Check out these great features and benefits of sponsoring webinars through the **eSchool News Network**:

- A Top Banner runs for at least one month on our website announcing your program.
- The Top Banner will also run in our **eSchool News Today, This Week**, and **Tools for Schools** eMail newsletters for a full month.
- We will also draw attention to specific webinars in the "Online Update" column of our monthly print newspaper.
- eMails acknowledging and thanking each registrant are sent.
- Reminder eMails go to each registrant one week and one day prior to the event.
- Leads will be gathered and sent to you in an excel spreadsheet on all the registrants, with full contact information including eMail addresses.
- The webinar will then be made available to you for your continued use after the program runs.
- An archived version will be available on our website for an additional 12 months.
- A follow-up eMail will be sent to each registrant with thanks.
- After the event, we will promote the archived version to our entire audience of over 600,000 ed-tech decision makers.

The screenshot shows a webinar banner with the following text: "Eliminate Absolute Software eSCHOOL NEWS Laptop Management: Accountability for 1:1 Learning in the 21st Century Hosted by eSchool News Sponsored by Absolute Software". Below the title, it says "The session will begin at 2:00 pm Eastern (New York time)". A list of instructions for participants is provided: "While you are waiting: Confirm your connection speed (Tools -> Preferences -> Connection Speed); Configure microphones and speakers (Tools -> Audio -> Audio Setup Wizard); To share your profile with others, enter information (Tools -> Preferences -> Edit Profile...); To view the profile of another participant: Hover pointer over their name in the Participants window". There is also a "Join via Teleconference" button with a "Click Here" link and a "Follow instructions" link.



### About the Presenters

**Dan Turner** is the Director of Information Services for British Columbia's largest school - 65,000 students, 8,000 employees and 16,000 across 144 sites. During his 20 years working organizations, he's used his extensive technical skills to develop and implement comprehensive solutions that address complex and changing requirements.

**Michelle Benham** has more than 10 years working in education and technology. She spent years in education as a classroom teacher for area school districts. During that time she was the Cox Excellence in Education award for technology integration in her K-1 classroom. In 2003 Michelle worked in the Information Technology department of Unified School District (DUSD) in Surprise, AZ.

**Geoff Glave** is a leading Product Manager subject matter expert with Absolute Software role in steering business requirements into product feature sets that define Absolute's application with Absolute's customer-facing and development.

Check with your sales rep to get the most cost-effective pricing in the marketplace – with strong discounts for volume orders.

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