



CommPartners

Webinars  
Webcasts  
Conferencing  
Content Capture

Social Media  
e-Marketing  
Design & Programming



# CommPartners: What's in a name?

## Communication

*Are your communication efforts effective?*

Since 1995, we have established a reputation as the go-to company for identifying up-and-coming e-communications trends. We evaluate which technologies fit our clients' needs, while offering the best features and value.

CommPartners has evolved into a trusted Web services and tools provider. Through collaboration and know-how, we help clients build a dialog with members, customers and stakeholders.

## Partnership

*How do you define partnership?*

Our vision of partnership involves sharing best practices to achieve common goals. Our aim is to cultivate successful, sustained strategic relationships.

Effective collaboration, thoughtfulness and attention to detail are our key partnership attributes. We want to understand what you do and why, so we can meet and surpass your expectations.

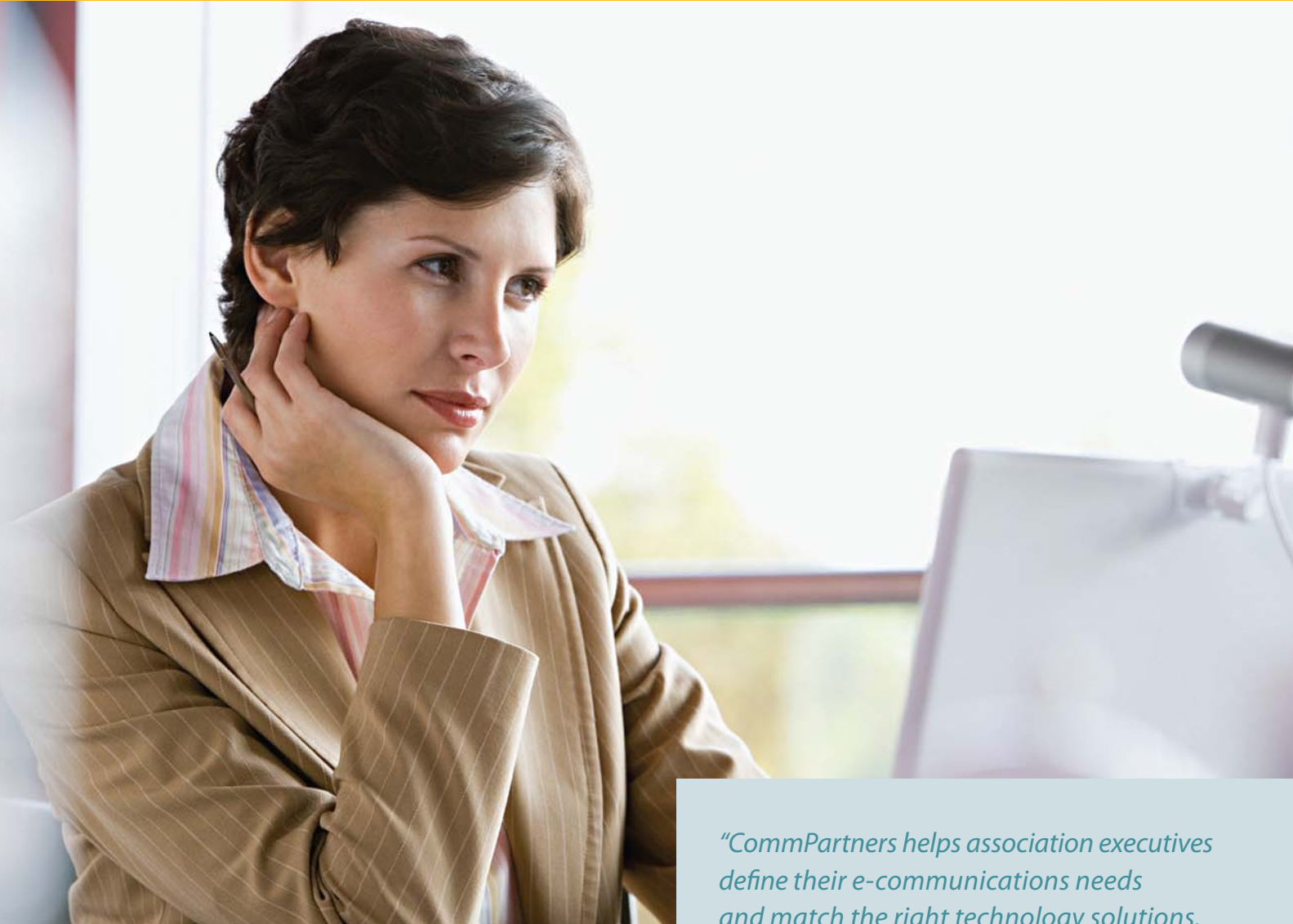
CommPartners' strength is not just *what* we do, but *how* we do it.

*"My experience with CommPartners' staff and services has been first-rate. They're extremely responsive to my changing needs and keep me abreast of new developments essential to the success of our educational programming."*

—Grace Akers  
Associate Director of Education  
American Immigration Lawyers Association



# ASAE Endorsement



*"CommPartners helps association executives define their e-communications needs and match the right technology solutions. We trust their services and advice."*

*—ASAE Services, Inc.*

In 1998, ASAE & The Center for Association Leadership wanted to enhance membership value by offering vetted communications technologies to members. They turned to CommPartners to create ASAE Service's Technology Solutions Program.

Through their endorsement program, ASAE & The Center established stringent due-diligence practices for all services offered and works with association professionals to guarantee informed buying decisions.

The ASAE-endorsed logo is the association industry's gold-standard of quality and value.

# CommPartners Services

## Webinars

Experience live, online educational events with energy that's driven by the dialog between expert panelists and your audience. CommPartners' Webinars offer a convenient and flexible venue for an interactive user experience, similar to in-person meetings.

### EventProducer

Our seasoned Web event managers provide strategic online programming guidance and logistics management.

- » Content assessment
- » Registration processes and planning
- » Technology recommendations
- » Speaker coaching
- » Turnkey management
- » Pre- and post-event surveys
- » Archive strategies and planning
- » Post-event reporting

### EventTrainer

For your self-managed Webinars, our experts are available hourly, with professional event management advice, technology training, moderating and technical support.

### EventPortal

A private, secure administration Web site enables you to monitor every aspect of your Webinars and Webcasts.

- » Downloadable financial and attendee reports
- » Online event calendars
- » Checkbox selection for drilling down to specific data

## Webcasts

Whether your Webcast event is live or on-demand, the right combination of media and expertise will help you to effectively broadcast communications to large audiences.

### Live Webcasts

Webcasts range from slides and document sharing, to interactive events (live chat, Q&A, etc.) with audio, data, video and transcripts.

Our exclusive, customizable dashboard of e-tools reinforces your brand throughout the users' experience.

- » Event e-invitations
- » Promotion, registration and payment site
- » Online meeting consoles and resource pages
- » e-Assessments and attendance certificates

### On-demand Webcasts | e-Learning

Repurpose content by recording live Webcasts and Webinars to create an e-Learning library. On-demand Webcasts allow the very best of a meeting to be edited, produced and presented without mistakes.

- » Continuing education courses
- » Accreditation programs
- » Employee training

## Content Capture | Hybrid Conferences

Sound and video capture offers a myriad of options to create new, pre-recorded media or to repurpose content. CommPartners offers full production services.

- » On-site or in-studio videography and sound capture
- » On-location services—speaker coaching, room setup, slide timing, and media crew management (sound, lighting, etc.)
- » Post-production editing—sound for podcasts and video can be embedded into e-newsletters, emails, Webcasts, Web sites, etc.

# CommPartners Services

## Conferencing

All audio and Web conferencing tools should be this easy to use. Our scalable and reliable conferencing options provide solutions for spontaneous phone meetings to online presentations with thousands of participants.

### Phone Conferencing

Our service options include instant-access; automated services; operator-assisted calls and fully-facilitated audio events.

- » 24/7 access
- » Permanent toll free number
- » Outlook integration and Web controls
- » International calling plans

### Web Event Audio

For live Webinars, Webcasts and Web conferencing, dial-in 'bridge' audio is more reliable than Internet/VoIP sound. We offer secure, professional operator-assisted and automated audio plans for up to 3,000 attendees.

### Web Conferencing

CommPartners has many user-friendly tools that presenters can easily master—efficiently lead simple e-meetings to large-scale Web conferences.

## Social Media

Incorporate social media into your e-communications. Mix it up, with online chat events, blogs, podcasts, e-communities, etc.

- » Affordable
- » Valuable for pre-and post-Web event discussions
- » Keeps attendees thoroughly engaged

## e-Marketing

For full-cycle e-marketing campaigns that truly deliver, you need a team of expert, strategic marketers, designers, trainers and support staff. We'll be there for you every step of the way.

### Branded Email | e-Forms | e-Surveys | e-Faxes

Go from concept, to execution and evaluation within minutes. Our broadcast e-marketing tools include integrated email, e-forms, e-surveys and e-faxes.

- » Personalization and live links
- » Simultaneous HTML and text emails, with e-fax backup
- » AMS/CRM integration
- » Pre-send Spam, filter and bounce diagnostics
- » Opt-in/out subscription management
- » Real-time reporting

### Advanced e-Newsletters

Our designers work with you to develop custom HTML templates. The easy to use e-newsletter content management system allows you to plug in wording and images, and works with most email delivery applications.

- » Live polls
- » Reader-rated articles and comments
- » Searchable archives
- » RSS feeds
- » Calendar of events
- » Online classifieds
- » Rotating sponsor ads
- » Subscription management
- » Single-page navigation

## Design & Programming

CommPartners' graphic designers and programmers will reinforce your brand with audience-appropriate, innovative designs and intuitive navigation.

- » Content libraries
- » Live Webinar/Webcast consoles and registration sites
- » e-Templates (e-newsletters, emails, surveys, forms)
- » Association and corporate Web sites

## Contact Us

*For additional information and case studies  
visit us online at [www.commpartners.com](http://www.commpartners.com).*

*General Inquiries*

info@commpartners.com

*Technical Support*

help@commpartners.com

*Toll Free*

800.274.9390

*Local*

443.259.0630

*ASAE & The Center Members*

877.488.2666



*Creative business solutions,  
designed for you.*