

ProZ.com Virtual Conference Attendee Guide



If you have not already done so please be sure to register for the Virtual conference at <http://www.proz.com/virtualconference>

Due to generous support from our sponsors and exhibitors, attendance at the event is free for all registered ProZ.com users.

After registering you will receive an email from Unisfair informing you of your registration and providing additional details. The event will open at 10:00 GMT on September 30th, 2009 To check your local GMT offset please visit <http://www.timeanddate.com/worldclock/converter.html>

This is the starting point once you have logged into the virtual event. From here, you can enter any of the venues by clicking a location in the left-hand navigation or one of the links in the main menu.



The first time you enter the environment a short welcome message from Henry Dotterer will play

Top Bar Tools



Settings



My Briefcase



Invite a Friend



Announcements

The Settings button is where you can update or change your time zone, language, personal profile and more.

My Profile Settings

Personal Settings

Time Zone: Eastern Standard Time...

Media Types: windows

Language: English

Your Briefcase allows you to store white papers, case studies or other files that you looked at during the event. After the event they are easily downloaded to your desktop in a single zip file. It also keeps a record of your messages, contacts and event reminders.

My Briefcase

From	File Name	Type	Size
Unifair Sponsor	Unifair Overview - 1 Page Fact S...	pdf	18...
Unifair Sponsor	Virtual Events For Marketing	pdf	28...
Unifair Sponsor	Virtual Events For Media Companies	pdf	31...
Unifair Sponsor	Virtual Job Fairs for Enterprise	pdf	84kb
Unifair Sponsor	KPMG World Jobs Fair	pdf	77...
Unifair Sponsor	The Forbes Investor Conference	pdf	15...
Unifair Sponsor	The Economist Online Business Ed...	pdf	71...

Delete Download

The Invite a Friend feature will send an email to a friend that you wish to invite to the event.

Invite a Friend

send invitation to: Current Location

Submit

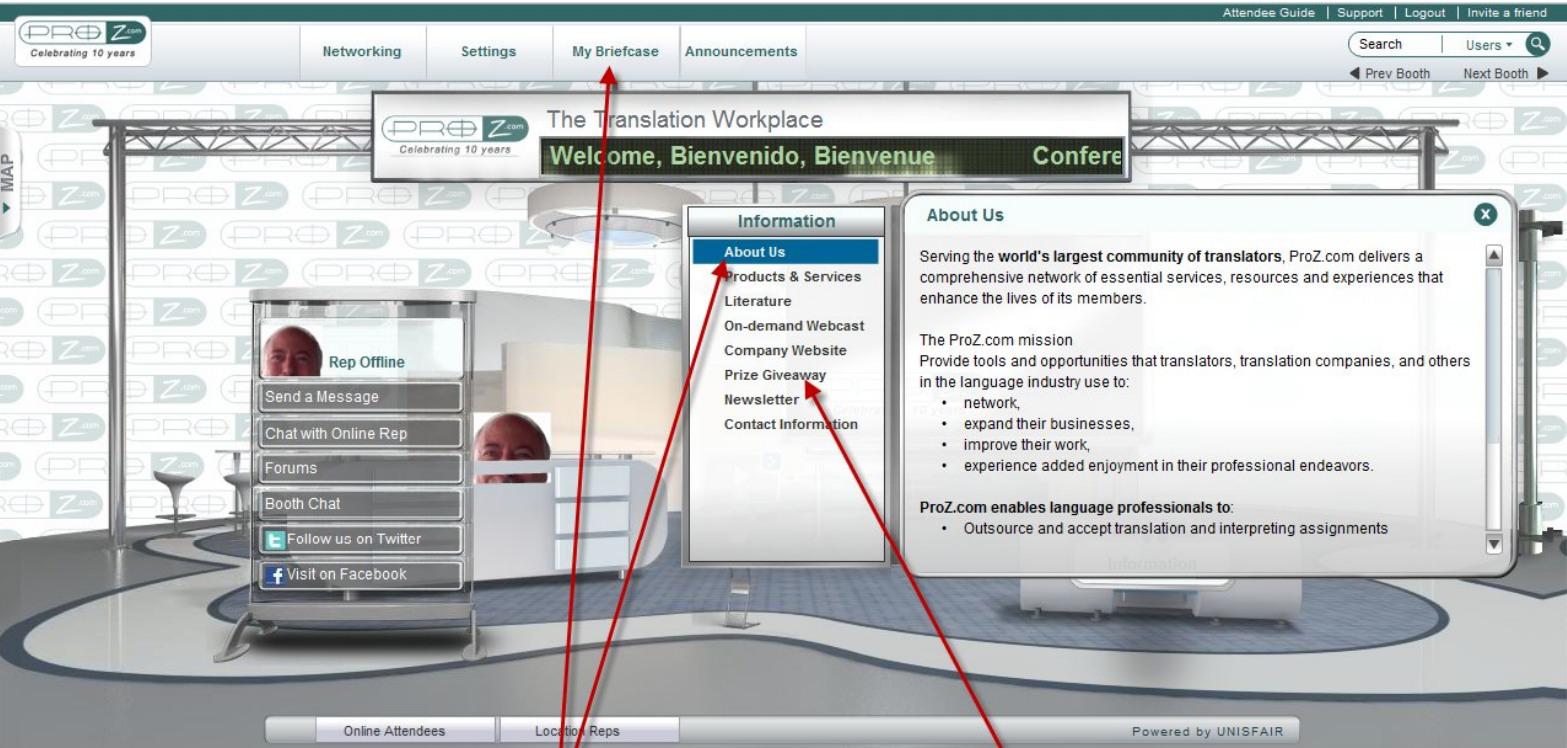
Click on the Announcements button to view all announcements that have ran since you entered the virtual event.



You can also enter booths by clicking on the Exhibition link on the right. This will display a list of all booths in the Exhibition Hall. Clicking on the booth name will take you into that booth.

To enter any booth, simply click on that booth's sign. You can learn more about each booth by moving your mouse cursor over the sign.





Attendees can view product information, videos, presentations, white papers and more in exhibitors information kiosk on the right hand side. All content can be viewed, or downloaded, or added to attendee briefcase for delivery in a zip file at the end of visitors stay in the Virtual Conference

Be sure to look for exhibitor prize give aways in the information kiosk as well

Interacting with Booth Reps

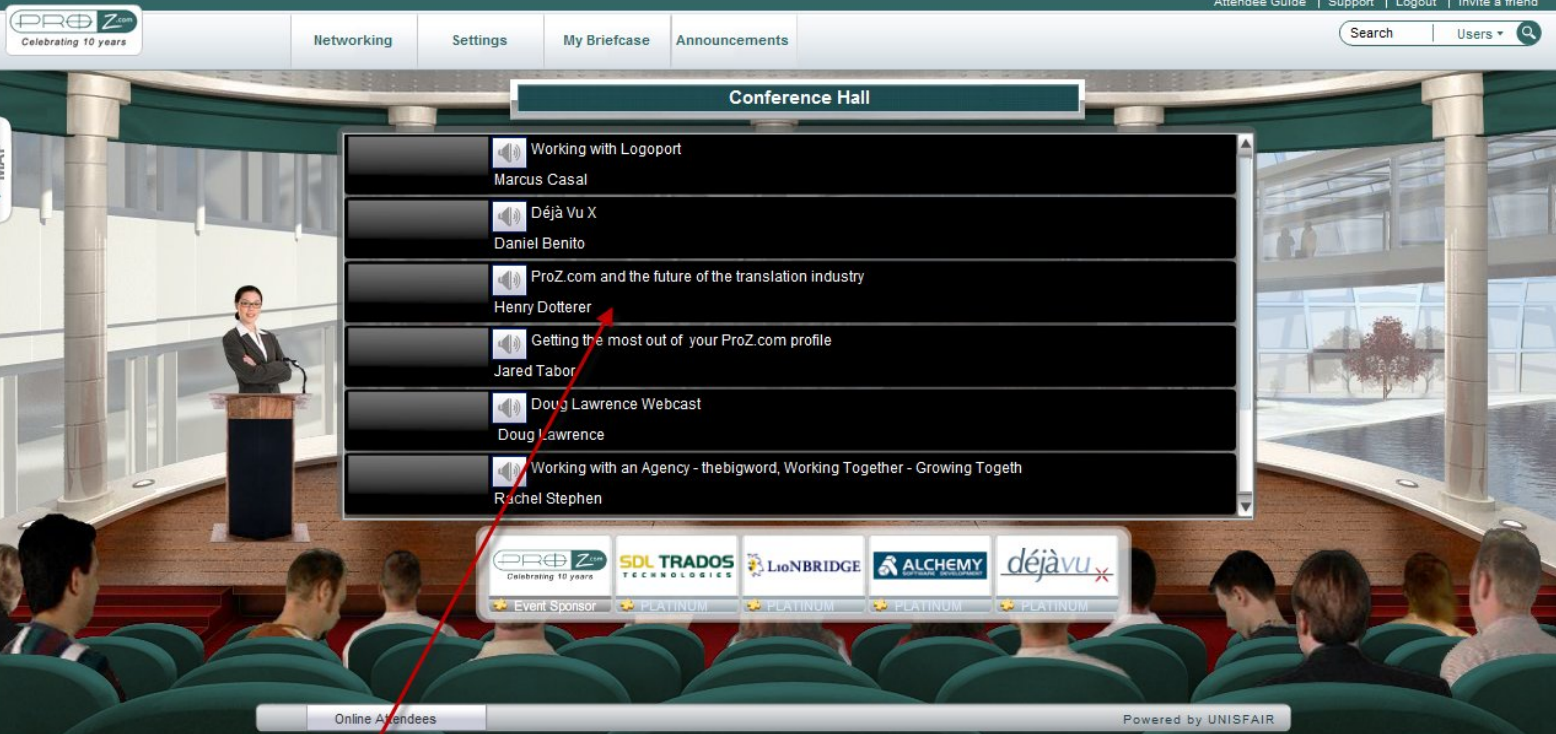
Booth Chat:

Reps are available in most booths to answer questions.

If the green "Rep Available" indicator is on, you can initiate a chat by clicking on the "Chat with Online Rep" button. Talk to the rep by typing in the text box and hitting send.

If they are not online, send them a message and they will respond at a later time.





To view a webcast, simply click on the title you are interested in. Some presentations have a scheduled time, others are available on-demand. Be sure your computer speakers are on and that the sound is not muted before beginning the presentation. Most sessions will be followed by a Q&A period

You can also download a podcast of the presentation and listen to it at a later time. You can set an alarm to alert yourself just prior to the presentation start time by clicking the presentation (if it has not started or run already). All presentations will be available to view on demand 1-2 hours after the presentation scheduled time

UNISFAIR

Settings My Briefcase Invite a Friend Announcements

Search Content

Main Hall >> Conference Hall >> Using Virtual Events to Generate Leads and Build Community

Using Virtual Events to Generate Leads and Build Community

Podcast Files

Ask a Question Speaker Bio Summary

Speakers Information

Brent Arnsper
Vice President of Marketing-Unifair

Leanne Thomas
Vice President and Principal Analyst

Trade shows risk losing ground in 2009

"How will your 2009 spending on the following marketing tactics differ from 2008?"

Marketing Tactics	Increased spending (%)	Decreased spending (%)
Executive seminars/conferences	~45%	~55%
Public relations	~35%	~65%
Trade shows	~30%	~70%
Sponsorships	~25%	~75%
Print advertising	~20%	~80%
Direct mail	~15%	~85%

Source: Unifair's Q1 2009 Q2 2008 Marketing Panel Online Survey

00:04:29 / 01:02:27 slides

Viewing Presentations: Typically presentations are audio or video webcasts with synchronized PowerPoint slides.

If you want to see the slides or video in a larger view, click the zoom button and they will appear in a larger browser.

During most live events, the presenter is available for live Q & A after the presentation has concluded.

Resource Center



Additional Resources:
White papers, presentations and other collateral are available in the Resource Center.

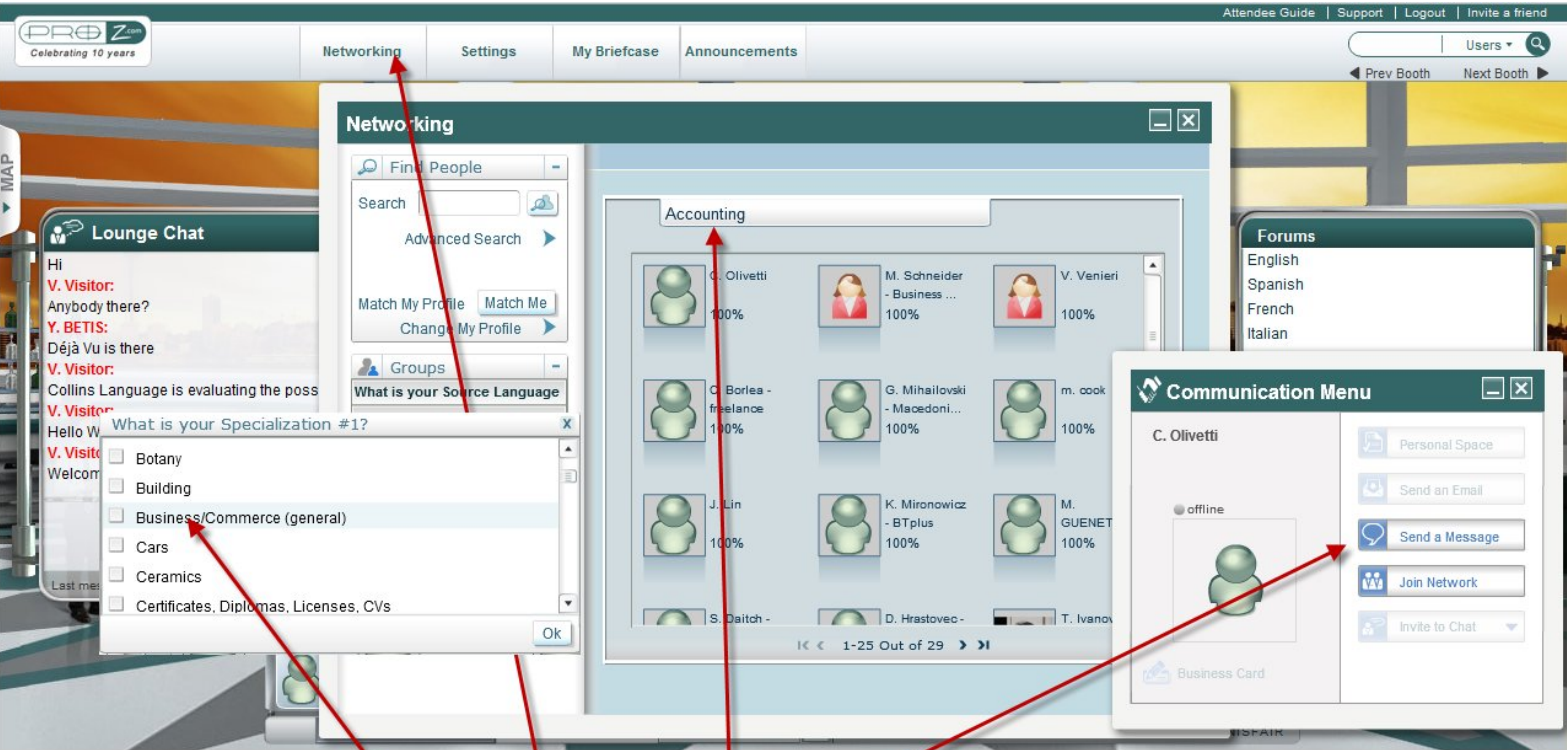
You can view the item or add it to your briefcase.

You can download all your saved items from your briefcase to your desktop in one convenient zipped file.



In the networking lounge attendees can meet colleagues and friends from around the world. Post to language specific forums and chat with colleagues. Attendees can search for other attendees by name, language pair, specialty field, location and more.

ProZ.com will schedule meet ups for various disciplines and specialty fields throughout the day



Using the search and networking tool bar at the top of the page attendees will be able to locate colleagues and new friends by location, language pair, specialty field and more. Attendees can send messages and join networks, invite colleagues to a private chat and exchange business cards