

GET AN EDGE ON YOUR COMPETITORS

NEW! ...A TIMELY, INFORMATIVE, ONE-DAY SEMINAR...

THE BEST OF THE WEB:
SUCCESSFUL BUSINESS STRATEGIES ON THE WEB

UNIFORUM ASSOCIATION

THE BEST OF THE WEB

Successful Business Strategies on the Web

Everything you need to know...from creating and establishing your presence on the Internet, to acquiring good leads and converting them to sales...

All with the constant view of preserving and extending your company's image.

Exclusively Designed for Marketing & Management Executives:

This seminar has been especially created for organizations that don't have million-dollar budgets. Our goal is to help your company achieve GREAT profitability and promotional impact using tested, proven techniques to capture customers directly from Internet marketing.

SCOTTSDALE • CHICAGO • NEW YORK CITY
September 27 October 2 October 4

ATLANTA • SAN FRANCISCO
October 14 October 16

LIMITED SEATING • SEE INSIDE TO LEARN MORE • REGISTER EARLY

CALL 800-255-5620, EXT. 30

YOU CAN DEVELOP MARKETING EXCELLENCE ON THE WORLD-WIDE WEB

You probably already know the basics of setting up a Web page, or perhaps you have access to a skilled Web page designer and implementor. That's fine. Now you need to forge ahead with creative marketing based on factual studies of Internet marketing. And that's what you'll get at this dynamic workshop, an overview followed by specifics, enabling you to plan and develop marketing excellence on the Web.

Take all the experience you already have at marketing and sales, and couple it with the learning from this course. Now, you'll achieve effectiveness as you dramatically heighten awareness of your company's products and services. You'll see the results on your bottom line.

... TO GET THE ANSWERS TO ALL OF THESE QUESTIONS, AND MORE!

- 1 How to create and maintain your presence on the Internet?
- 2 How to reduce Web-related costs while establishing a competitive advantage using the World-Wide Web?
- 3 Which high tech companies are setting the standards for excellence on the Web – and why?
- 4 What are the basics that your site must include today? Where do you go from there?
- 5 How can you draw prospects and customers to your site again and again? What works? What doesn't?

- 6 What questions should you be asking your Webmaster? Why?
- 7 Do you really need to revamp your site to include the latest and the greatest of audio, video, animation and other hot technologies?
- 8 How to acquire good leads and convert them to sales?
- 9 How to preserve and extend your company's image?
- 10 How to get new customers – easily and quickly?

BRING YOUR INTERNET MARKETING QUESTIONS

Your instructor will focus directly on the subjects promised in this announcement, but you can also bring your own list of specific Q's so you'll get A's on important queries like these:

- 1 How can I get customers to visit my web site again and again?
- 2 Can a home page "fit" with a long-term marketing plan?
- 3 Who's doing great on the Web and how can I emulate them?
- 4 How do I get a new Internet user to find my site?
- 5 Is it wise to use some of the contests and other gimmicks I've seen, or do they destroy my company's image?
- 6 How can I safely accept payments for orders via the Internet?
- 7 How can I measure the effectiveness of my Internet investment?
- 8 What kind of marketing follow-up programs work best with leads generated from Web pages?
- 9 Should my company participate in chat rooms, news groups, forums, and other specialized Web communications?
- 10 How interactive should my Web marketing be?
- 11 What's a realistic prediction of response and profits from savvy marketing on the Internet?

COMPLIMENTARY INTERNET MARKETING EXECUTIVE'S REPORT

Each seminar participant will receive a free copy of the Internet Marketing Executive's report to use during the seminar – including the overall scores of all companies evaluated, and total scores by market segment.

Each time you create a new Web page, you'll refer to this handy guide as a reminder of pitfalls to avoid, Web-friendly techniques to use, and powerhouse marketing techniques that pull profitable responses.

This innovative seminar series will be the last offering of 1996.

SIGN UP TODAY AND TAKE ADVANTAGE OF HUGE MARKETING OPPORTUNITIES

ON THE WEB... CALL 800-255-5620, EXTENSION 30

MORNING SUBJECTS

Heads You Win, Tails You Lose

Having a presence on the World-Wide Web is now a requirement for any high tech company that wants to increase market share and establish a global presence.

- ♦ *Having a clear understanding of your short- and long-term objectives is the first step in ensuring a return on your investment.*
- ♦ *What are the potential uses of a high tech World-Wide Web site – and what impact could the site have on your organization and your methods of doing business*
- ♦ *Why are high tech Web sites unique when compared to other commercial sites on the Internet?*

How to Hit a Moving Target

Web sites that were acclaimed for their design and innovations in January 1996 will miss the mark when evaluated using today's standards.

- ♦ *What are the basics that every high tech Web site must have today?*
- ♦ *What innovations are on the horizon – and what should your company do to establish or maintain a competitive advantage?*
- ♦ *What technologies should you stop your Webmaster from deploying -- and why?*

The Seven Deadly Sins

Setting up a Home Page and designing sub-pages isn't all that's needed to be successful and effective. In fact, your basic setup may steer visitors away from your marketing messages.

- ♦ *What are the seven sins that will ensure that visitors never stop by your Web site again?*
- ♦ *How do you fix them before they happen?*
- ♦ *How can you turn the seven sins into seven positive actions?*

LOOK AT ALL

YOU'LL LEARN

in just

ONE DAY

THIS STEP-BY-STEP COURSE

HELPS YOU POSITION Your

Marketing

FOR EXPLOSIVE

RESULTS

FROM THE

WORLD WIDE WEB.

THE Q&A ROUNDTABLE

Don't miss this one-hour Q & A session with the seminar leader fielding your specific questions and addressing common problems posed by the group.

- ♦ *What FAQs (frequently asked questions) have marketers posed in other seminars that are important for you to know about?*
- ♦ *What's different in Internet marketing today, compared with 6 or 9 months ago?*
- ♦ *How can you achieve Web links to maximize effectiveness?*
- ♦ *What kind of user-friendly buttons bring you the most response?*
- ♦ *Do you always want the most possible response vs. when is it appropriate to go after fewer responses of higher quality?*

AFTERNOON SUBJECTS

New Game, New Rules

The integration of Web sites into business operations requires that companies take a new look at who designs and manages this global asset.

- ♦ *What have other companies learned about site management and the collaboration between their MIS and marketing organizations?*
- ♦ *Who should 'own' your Web site, and how does the role of a Webmaster change after the site is designed and implemented?*
- ♦ *Are there other kinds of "Webmasters" that you should develop in your organization?*

The Web Site Checklist

Every marketing manager and executive should have a Web site checklist handy to measure progress and plan for the future. Join us for a lively discussion of the criteria you can use to evaluate your own Web site – compare it to the companies included in the study – and find out why some items will be more important than others.

- ♦ *Which key points are essential at planning and design stages?*
- ♦ *How do you establish a "media mix" – integration of marketing from several mediums – so your Internet efforts achieve maximum impact?*
- ♦ *Which executives should have decision-making authority on continuing Web page changes?*

Excellence in Action

A picture is worth a thousand words, and many words are wasted. Join us for a detailed on-line review of the 10 best – and 10 worst – high tech sites on the Web. Compare these sites with the overall scores of the other 100 high tech companies included in our study, and see how your competitors fared in their market segment.

- ♦ *Which creative ideas work like gangbusters, which don't?*
- ♦ *Which magazine advertising concepts are fine for the Internet, which aren't?*
- ♦ *How can you avoid the Net marketing problems others have?*

ABOUT YOUR SEMINAR LEADER



Marty Gruhn
President, Strategem

Your seminar leader has over 25 years experience in the computer industry, including the founding of two high tech marketing research and telemarketing firms, the Sierra Group and Alliance Development Corporation.

Sensing that the Internet would forever change the marketing and sales paradigms for high tech executives, in 1995 Ms. Gruhn founded

WHO SHOULD ATTEND:

- marketing and management executives at companies currently using or moving to Internet and/or Web technology
- marketing and management executives at hardware and software companies
- Web site designers and Webmasters
- public relations managers and executives, marketing communications managers and analyst relations managers
- executives at server and site management companies
- any marketer concerned with improving marketing results, sales, and company image.

EXCLUSIVELY DESIGNED FOR MARKETING & MANAGEMENT EXECUTIVES:

This course has been especially created for organizations that don't have million-dollar budgets. Our goal is to help your company achieve GREAT profitability and promotional impact using tested, proven techniques to capture customers directly from Internet marketing.

DISCOVER HOW SUCCESSFUL HIGH-TECH MARKETERS ARE PROFITING BY THIS NEW KNOWLEDGE.

Strategem, a firm specializing in transforming traditional marketing methods onto the World-Wide Web. In a comprehensive study of over 100 high tech web sites conducted by Strategem, high tech sites were evaluated using over 160 criteria, ranging from the site's look and feel to the latest innovations in deploying real-time customer support, Intranets, and site-based Electronic Commerce. In addition to publishing twice-yearly evaluations of high tech Web sites, the company also operates The InfoHub, one of the largest high tech information sites on the World-Wide Web.

In her role as an industry analyst and consultant, Ms. Gruhn's clients have included IBM, Digital, Hewlett-Packard, Novell, Amdahl, Storage Technology, MicroAge, First Boston, Morgan Stanley and Salomon Brothers, as well as numerous smaller technology firms. She presents and writes extensively on a variety of IT subjects. Ms. Gruhn is listed in Who's Who in American Business and Who's Who in the Computer Industry.

About UniForum: UniForum, the International Association of Open Systems Professionals, is a not-for-profit organization founded in 1980. Today, it represents many thousands of vendors and users of open systems. UniForum's mission is to help individuals and their organizations increase the effectiveness of their information systems through the use of open systems, based on shared industry standards. Central to UniForum's mission is the delivery of high-quality educational programs, trade shows and conferences, publications, on-line services, and peer group discussions.

UniForum Guarantee: If you are not completely satisfied with the value and benefits gained from attending these programs, we will refund your tuition in full or arrange for you to attend another UniForum training program at no additional fee.

In your first hour with Marty Gruhn, you'll devise your own new concepts, echoing these comments from growing entrepreneurial firms like Datahand Systems, as well as industry giants like IBM, Pacific Bell, and Mobil Oil:

“EXCELLENT! I found this seminar very informative and have many new ideas to take back to my company.”

“I can not say enough about her flexibility, knowledge and ability to relate to the audience.”

“WOULD RECOMMEND THIS SEMINAR FOR EXECUTIVES STRONGLY.”

“Beautifully presented. All areas covered in enough but not too much detail. The case studies and group discussions were very enlightening and beneficial.”

Hundreds of high-tech companies (*names on request*) have learned new marketing techniques from Marty Gruhn. NOW IT'S YOUR TURN.








YOU CAN HAVE A FULL REFUND OF YOUR REGISTRATION FEE IF YOU HAVEN'T LEARNED AT LEAST ONE INSTANTLY-USEFUL MARKETING

Because this course is loaded with tested, proven techniques and strategies to expand your marketing presence on the Web, UniForum guarantees that you attend at our risk, not yours.

UniForum, sponsor of dozens of seminars and conferences annually, can make this strong guarantee of your satisfaction based on its history of thousands of satisfied attendees from coast to coast and abroad.

FOUR EASY WAYS TO REGISTER!

SIGN UP TODAY TO ADVANCE YOUR CAREER!

<p>1 </p>	<p>2 </p>	<p>3 </p>	<p>4 </p>	<p>5 </p>
<p>BY MAIL... Complete your Registration Form and insert it in any business envelope. UniForum Association 2901 Tasman Drive, Suite 205, Santa Clara, CA 95054 ATTN: Karen Clapes</p>	<p>BY WEB SITE... View our Web site and review the seminar information. http://www.uniforum.org - look under - conference & seminar training</p>	<p>BY FAX... Fax the Registration Form today to 1-408-986-1645, ATTN: Karen Clapes</p>	<p>BY E-MAIL... Compose your own one-sentence e-mail to the attention of Karen Clapes and she'll call you back at the number you indicate. karen@uniforum.org.</p>	<p>BY PHONE... Call Karen Clapes directly and she'll register you and your key associates immediately. 1-800-255-5620, ext. 30 (outside the U.S. call: 408-986-8840, ext. 30)</p>

SPACE IS VERY LIMITED...GUARANTEE YOUR SEAT

TODAY!

EARLY BIRD RATES AVAILABLE. PRICES GOING UP IN 1997!

TUITION: \$249.00 before September 10, 1996

\$299.00 after September 10, 1996

Tuition includes Internet Marketing Executive's report (to be used during the seminar - including the overall scores of all companies evaluated, and total scores by segment), refreshments, and a one-year General Membership in UniForum.

YES! REGISTER ME FOR THE FOLLOWING "BEST OF THE WEB" SEMINARS:

- Scottsdale, AZSeptember 27, 1996
Camelback Inn-Marriott, 5402 East Lincoln Dr., PH 602-948-1700
- Chicago, ILOctober 2, 1996
Marriott Downtown, 540 N. Michigan Ave., PH 312-836-0100
- New York, NYOctober 4, 1996
Rihga Royal Hotel, 151 West 54th St., PH 212-307-5000
- Atlanta, GAOctober 14, 1996
Ritz Carlton, 181 Peachtree St. NE, PH 404-659-0400
- San Francisco, CAOctober 16, 1996

Grand Hyatt, 345 Stockton St., PH 415-398-1234

Name and Title: _____

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Print Priority Code from mailing label here _____

Method of Payment (Payment is due before the seminar date):

- Check enclosed Credit card

How did you hear about this seminar?

- Received brochure Through a colleague E-mail notice Advertisement Web

Please charge my account:

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- VISA Mastercard American Express Discover

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Signature _____

Cancellation Clause: In the event of cancellation or changes, registration fees will be refunded if written notice is received two weeks prior to the event. Cancellation received prior than two weeks is subject to a \$75.00 service charge. Confirmed participants who do not attend their scheduled session are liable for the entire fee. Program subject to change without notice. These seminars will be conducted and presented by UniForum, the International Association of Open Systems Professionals. UniForum is located at 2901 Tasman Drive, Suite 205, Santa Clara, CA 95054. Contents of this brochure copyright © 1996 UniForum. All rights reserved. Printed in the U.S.A.



The International Association of Open Systems Professionals
**2901 Tasman Drive, Suite 205,
 Santa Clara, CA 95054
 800-255-5620, ext.30**

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WITH SAVVY INTERNET MARKETING!

NEW! ...A TIMELY, INFORMATIVE, ONE-DAY SEMINAR...

THE BEST OF THE WEB:
SUCCESSFUL BUSINESS STRATEGIES ON THE WEB

The World Wide Web is maturing fast and standards are changing. You need to get in on the ground floor – before the Web matures – and stake your claim to the new business it can produce for you

EXCLUSIVELY DESIGNED FOR MARKETING & MANAGEMENT EXECUTIVES

This UniForum presentation has been created for marketing and management executives who are looking to expand their global impact and produce response that builds sales. It is not a technical oration. It is a step-by-step guideline to solid marketing on the Internet and the Web.

OPEN NOW to discover how you can benefit by attending this exclusive UniForum seminar being held in a city near you:

SCOTTSDALE • CHICAGO • NEW YORK CITY
September 27 October 2 October 4

ATLANTA • SAN FRANCISCO
October 14 October 16

COMPLETE SEMINAR PROGRAM INSIDE

SAVE \$50.00 Register early – before (September 10) – and receive an additional \$50.00 discount.



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