

FoodEngineering



Food Engineering's Webcast Pricing and Details

Food Engineering can help you create a customized webcast/webinar and host it through our magazine website. A growing number of companies have found webcasts to be an effective vehicle for delivering targeted information to a select audience.

Webcast technology is a great opportunity for suppliers to showcase a successful application or expertise in a particular area.

A typical webcast includes one or more presenters delivering a live online PowerPoint and audio presentation directly over the web to your customers desktop computer.

Our dedicated webcast staff can assist your company in customizing every aspect of your event. Food Engineering's webcast package provides the right level of technical support, event promotion and post event archiving.

Food Engineering's customized webcast includes the following:

- One hour PowerPoint and audio presentation hosted/moderated by Food Engineering.
- 3 Full page 4C ads placed in Food Engineering to promote the event.
- 3-E-mail promotional blasts.
- Tile and banner advertising promoting the webcast appearing on Food Engineering's website.
- Webcast/Webinar and audio archived on Food Engineering's website for a year after the event.

Gross Pricing - \$16,500

Webcast Metrics 2006-2009

2006

JULY

Aligning IT and Corporate Objectives
Sponsor: Lawson/Tree Top, Inc.
Registrants: 50

SEPTEMBER

Traceability- From Farm Gate to Dinner Plate
Sponsor: Lawson/Kemin, Inc
Registrants: 470

2007

MARCH

Improve Efficiencies, Gain Total Visibility, Excel in Customer Service
Sponsor: Lawson/IBM
Registrants: 103

MAY

Accelerate Continuous Improvement with Real-Time Performance Management
Sponsor: MVI/CDC Software/Berner Foods, Inc
Registrants: 257

AUGUST

Traceability Systems: Proactive, Preventative and Profitable
Sponsor: Lawson/IBM
Registrants: 254

NOVEMBER

Managing Trust: Gain Control from Field to Fork
Sponsor: Lawson/IBM
Registrants: 177

DECEMBER

How to Get Continuous Improvement to Stick?
Sponsor: CDC Software
Registrants: 210

2008

FEBRUARY

Synchronizing Supply with Demand
Sponsor: Lawson/IBM
Registrants: 132

APRIL

Does Your Business Software Have Integrity?

Sponsor: Deacom, Inc/La Tortilla Factory Snack Foods
Registrants: 79

MAY

Provide Transparency and Trust
Sponsor: Lawson/Marine Harvest Seafood
Registrants: 131

AUGUST

Supply Chain Risk Management
Sponsor: Lawson/AMR Research
Registrants: 118

NOVEMBER

Improve Your Demand Planning and Forecasting
Sponsor: Lawson/Jelly Belly Candy Company
Registrants: 155

2009

FEBRUARY

Are you controlling your production line? Or is it controlling you?
Sponsor: Lawson
Registrants: 227

MAY

Business Intelligence Made Easy
Sponsor: Lawson
Registrants: 98

JUNE

Using Design to Increase Productivity and Drive Down Unit Costs
Sponsor: Hixson
Registrants: 576

AUGUST

Out of Stock? Match Demand with Production through Better Supply Chain Management
Sponsor: Lawson
Registrants: 137

SEPTEMBER

Building Realistic Sustainability into Food and Beverage Plants
Sponsor: Hixson
Registrants: 333

Total # of Registrants: 3,507
Average Per Event: 206