



REACH
ENGAGE
MEASURE

CONCIERGE

webcast.tv

our vision

BE IN CONCERT with the emerging Virtual & Physical Trade & Conference markets worldwide, maximizing its full potential using the Webcast TV “Concierge” that will

REACH
ENGAGE
MEASURE...



R.D.F. -Founder

corporate team

Tom O'Hagan: CEO

Tom earned his Accounting/Finance Degree and a Masters in Business Administration from the University of Massachusetts. Mr. O'Hagan brings a 30-year background in diverse industries and operations.

Jon Leiberman: Executive Producer

Webcast is excited to have enemy award winner Jon Leiberman as part of the corporate team. He was the executive producer and International investigative correspondent for America's Most Wanted. He is quoted in newspapers across the country on crime-related issues and has appeared as an expert on NBC's Today Show, Nancy Grace, The Maury Povich Show, CNN and the Fox Report with Shepard Smith.

John Sencio: Host -Webcast TV Network

John is an American television host, journalist, actor, and former MTV VJ. He currently resides in Los Angeles. John was a popular VJ for four years and hosted a number of shows on MTV including Rude Awakening. He was known for writing his own skits and interviewed a number of celebrities, from music artists to movie stars such as Mel Gibson and Halle Berry.



the marketplace

Trade & Conference (Overview) 18.6 Billion 2010-2015

The virtual conference and trade show market has more than doubled in a year from 2009 to 2010 and we expect a compound annual growth rate of 56% through 2015. Virtual conference technology is in its infancy today, with a few proprietary software platforms mostly targeting corporate event market.

Companies participate in trade shows to generate new sales leads. People attend conferences for content and networking. Attendance of traditional conferences and trade shows have long been recession-prone, pandemic-flu-prone and terror-attack prone. Here comes emerging virtual conference & trade show market on the wave of game changing and leveraging technology.

The traditional conference and trade show market will slow move the way of virtual events, and will continue to adopt virtual technology to either replace physical events where attendance is lagging or complement physical events. It is just a matter of time before the virtual events world and the trade show world merge to create the next generation of events – a hybrid of the old and the new.

-Marketing Research Media 03-2011



physical vs virtual

(Trade and Conference)

Physical Events

- Event design
- Concept, theme & agenda development
- Site search and venue management
- Marketing and promotion
- Registration and reporting
- Lead capture
- Staffing and production

Main Hall



Auditorium



Lounge / Break Out



Resource / Brochure ware



Main Hall



Auditorium



Network Lounge



Resource Center



Virtual Events

- Event design
- Concept, theme & agenda development
- Site search and venue management
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- Registration and reporting
- Lead capture
- Staffing and production

market players

(Virtual & Physical) Trade and Conference

On24



ON24 is the global leader in virtual events and web-casting. ON24 provides a full range of innovative solutions for applications such as demand generation, conferences and events, product launches, communications and executive announcements. Professional development, internal \$35 Million 2010

Virtual Events 365



CGS ensures the success of your events by building on its longstanding track record of outstanding client service. Our teams will support you every step of the way with a comprehensive package of services, ranging from event planning and production to delivery of post-event follow up and analytical reporting.

Unisfair



Unisfair sees a future where Virtual is a key component of your marketing mix. In addition to traditional advertising, events, and campaigns, we're betting that virtual events and environments will have a critical role to play. Why? Because they're innovative, cost-effective, and measurable.

Live
Las Vegas



live webcast auditorium

Celebrity host and Keynote Speakers are fully interactive with all the social networks using Live Webcast technology.

Physical Event Keynote Speaker



Virtual Event Keynote Speaker



Celebrity Host



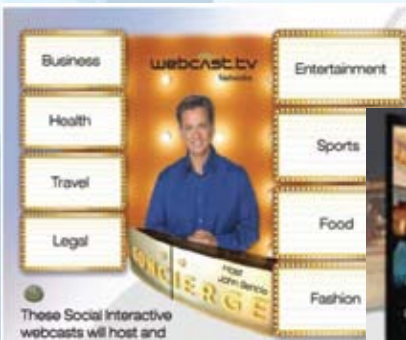
Network Lounge

social networks



webcast TV networks

The Webcast Network offers the first of its kind live or On Demand TV platform in which the Webcast Host will be able to interact with Celebrities, Keynote Speakers, and CEO'S, at Virtual or Physical Trade & Conference Events. Which will provide the amazing opportunity to interact with the dynamic of social networks; reaching, engaging and measuring by polling with their visitors. Welcome to the Concierge.



Physical Event Keynote Speaker



Virtual Event Keynote Speaker



webcast TV network host



John Sencio
Entertainment



Geoff Witcher
Sports



Gregg Miller
Sports



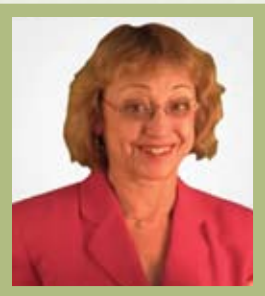
Mark Alyn
Business



Genelle Padilla
Food



Jon Leiberman
Justice & Legal



Dr Sue
Health



Jeff Thisted
Travel



Gina Li
Fashion

webcast TV network spokesperson

Alex
MacDonald



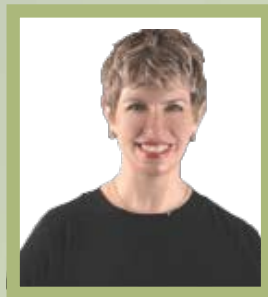
Debra
Allen



Renee
Sams



Lori
Gross



Kelly
Warner



Kieth
Richard



Lisa
Catara



Tim
Tucker



The Concierge Experience



CONCIERGE TEAM brings every resource you need to make it your custom event—audience generation capabilities, promotional tools, creative themes and backgrounds for the environment . You want it to be unique and compelling, representing your global brand in the best way possible. Our Concierge dedicated event manager will guide you through the entire process. We'll draw upon our experience to make powerful recommendations along the way .

We're focused on engaging attendees and keeping them in your environment longer with keynote speakers and Celebrity hosts. Bottom line. Keep it simple. Set measurable goals. Therefore you will be able to reach engage and measure.

Our Concierge team will:

- managing communications
- coordinating deliverables and hitting deadlines
- leverage historical metric
- strong analytics
- the best rotation schedule for staffing
- guidance on how long is too long for the keynote
- where to deploy video chat effectively.

Concierge Media Event Promtional Packages Host/Spokesperson/ Models offers:

1. Host your event/Booth
2. Promotional Sponsor/Event Video
3. Add to your Website (Event Page)
4. Social Network event program
5. Press agent for your Event Launch
6. Live Landing Page (Promote upcoming events)

Webcasting
Online video production is the hottest thing in marketing today and Webcast can make it work for you.

webcast.tv
Social Media Campaign

webcast.tv
Live Landing Page
Webcast TV latest patented pending technology "Live Landing Page" download the page exactly from client product, service or website (campaign launch) and direct it to the social networks.

webcast.tv
Spokesperson
Webcast TV offers one of a kind spokesperson showcase with some of the best talent from around the globe in multiple languages.

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