

Federal Employees News Digest (FEND), a division of 1105 Government Information Group, offers a series of InSight eSeminars that provide government employees with practical insights on critical topics impacting their jobs and benefits in a concentrated hour-long online conference. The topics are selected by FEND editorial staff based on interest and value to the federal community. Each session is moderated by a senior member of FEND's editorial staff and offers registered attendees the chance to hear directly from an experienced government pay and benefits expert in a lively interactive format—conveniently right from their office. Each eSeminar is conducted as an audio program (transmitted via the Internet) with supporting presentation material displayed in real time through a secured Web site.



A TURNKEY SOLUTION THAT DELIVERS HIGH-IMPACT RESULTS

FEND's editorially driven InSight eSeminars present an ideal forum for industry partners to reinforce their position of market leadership—while generating viable leads—without the need to create event content or recruit speakers. Sponsors can be sure that registrants and attendees recognize the value, integrity and timeliness of a branded FEND program, with an agenda developed directly from FEND's market-leading news and information experts.

Each eSeminar will involve an hour-long interactive classroom session that features live, real-time instruction from industry experts via the Internet and a telephone conference call. Participants will have a chance to interact with the FEND moderator and other speakers/panelists via online chats and live discussion. Topics slated to be covered include:

Health care benefits and coverage
Retirement and investment options
Long-term health care policies/benefits

Charitable giving guidance
Divorce implications on federal benefits

EXCLUSIVE. HIGH-IMPACT SPONSORSHIPS: \$10,000 net

- ◆ Sponsor mention/logo on e-seminar viewer and landing page
- ◆ Links to Sponsor content (white papers, product demos, etc.) to be located within the "Reminder" and Thank You emails sent to all registrants as well as on the e-seminar viewer
- ◆ Mention as Sponsor of event on dedicated invitation to a targeted Federal Employees News Digest subscriber audience.
- ◆ Full registration and attendance detail report for follow-up use by Sponsor post-event
- ◆ Opportunity to ask attendees up to four survey questions at close of the event (to qualify leads)

Note: InSight e-Seminars typically attract much larger audiences than events with sponsor-supplied content. However, FEND does not make any guarantees on registration or attendance numbers.

For more information on how to schedule or develop an InSight eSeminar to meet your marketing needs, contact your Federal Employees News Digest (FEND) media consultant or Melita Jovel at (703) 876-5045 or mjovel@1105govinfo.com.