



PO Box 2097  
Capistrano Beach, CA 92624  
Phone 949.248.0439  
WEB [www.presenternet.com](http://www.presenternet.com)

# Press Release

Contact: Steve Vachss  
Phone: (925) 875-0879

FOR IMMEDIATE RELEASE  
Wednesday, April 19, 2006

## **PresenterNet Releases Report on Lead-Generation Webinars**

Carlsbad, CA—PresenterNet ([www.presenternet.com](http://www.presenternet.com)), provider of online interactive Web presentation applications, today released a report that identifies the critical success factors required for lead-generation Webinars. The report isolates specific practices endorsed by PresenterNet customers who produce the majority of their sales leads through these programs.

"Ten Keys to Success with Lead-Generation Webinars," discusses strategies for promoting and enrolling audience members, determining content, and interacting with audiences.

CEO Doug Wolfgram explained, "Webinars are becoming one of the most successful methods of generating leads, so we surveyed some of our most effective users to identify their best strategies and tactics. Combining their responses, we were able to distill 10 success keys that will help all of our users to create a stream of highly qualified leads through Webinars."

~ MORE ~

## **PresenterNet Releases Report on Lead Generation Webinars**

Through this report, users emphasized the importance of giving their audiences what they need, and enabling them to interact with presenters.

"Interacting with the audience is critical," Wolfgram said. "The Internet is all about high-quality content. Ensuring that audience members get what they expect makes it far more likely that they will want to do business with the presenting organization."

The report and additional PresenterNet information is available at [www.presenternet.com](http://www.presenternet.com).

-End-

About PresenterNet:

PresenterNet's online services emphasize high-impact interactive presentations, data collection from prospect interactions, database applications and customized reporting. The company has committed all of its products to compatibility with industry standards, such as Macromedia Flash, Macromedia FlashPaper, Microsoft Internet Explorer, PowerPoint™, Mozilla, and Apple Macintosh, as well as emerging technology leaders like Skype. PresenterNet's founders have been developing and implementing sales and marketing technologies for nearly 25 years. Past clients have included Toshiba, SGI, Philips, NEC, ITT, Litton, Fujitsu, and HP.