

Announcing and Promoting Recorded Conference Proceedings Suggested Process

As electronic publishing technologies gain popularity, conventional proceedings are replaced with audio-visual recordings of conferences and training events. These technologies are not only effective, but cost very to implement. While more and more conference organizers go this route, the target audience needs to be informed of the availability of this new form of event publications.

The following is an outline of the process we developed over a three year period. With some adaptation, it was very effective in promoting the recordings and generate impressive level of interests for a wide range of conferences. We suggest you consider using this process to launch the publication of the recordings of your event.

1. Initial peer review – To verify that it matches the expectation of the target audience

Create a virtual review panel, by inviting a group of 6 to 10 individuals to review the publication.

The selection of individuals should be based on the following criteria

- a) They should be willing to spend time to review evaluate the publication. (See form below)
- b) They will likely to provide constructive criticism and point out the positive features
- c) Part of the group should come from those who attended the event, others who did not
- d) May include some of the presenters (Opportunity to get an “insider” view)

Make a copy of the following text, adjust it to your event and e-mail it to the selected group.

As you may know (*Insert the title, date and location of the event*) was electronically recorded and will be published on the web. Prior to releasing it for general viewing, we would appreciate to receive your comments and suggestions. This will greatly help us making it most beneficial for our members. Please visit (*Insert the link to the program page*) , then complete the short evaluation form at <http://www.xpand.net/surveyform.htm>

Thank you for helping to make this, and all our future publications more effective.

NOTE: A copy of the evaluation form is attached on the last page. We will tabulate the results and provide a report. This is free service for all conferences that Novel Digital recorded and published.

2. Based on peer review, adjust the publication

Tabulate the evaluation forms, prepare some statistics and if practical, implement the recommended changes / improvements.

3. Initial contact of the potential audience

Select from the comments received in the evaluation form those that best represent the values of the publication. Incorporate those comments as “testimonials” in an e-mail, inviting association members and/or others who represent your audience to visit the publication. Include in the e-mail a request to provide comments and suggestions. Be specific in asking if the reader suggests to continue producing this type of publication for future events.

4. Follow-up contact of the potential audience

Monitor the traffic and keep a statistics of the number of visitors. (If you do not have this capability, we can provide this service) Send out a follow-up set of e-mails to the same list as used in 3, but include any additional statistics or quote some of the most relevant feedbacks.

If you need assistance in implementing this process, feel free to contact us.

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Conference Recording Evaluation

Title and dates of the event

Your Name	<input type="text"/>		
Tel :	<input type="text"/>		
Email Address	<input type="text"/>		
Did you attend this event?	<input type="checkbox"/>	Yes	
Were you involved in the program (Presenter or Panellist)	<input type="checkbox"/>	Yes	
Is the program page clear and easy to use?	<input type="checkbox"/>	Yes	
Is it a valuable extension of the event?	<input type="checkbox"/>	Yes	
Would this publication be valuable for those who attended?	<input type="checkbox"/>	Yes	
Would this be valuable for those who could not attend?	<input type="checkbox"/>	Yes	
Should we record and publish future events?	<input type="checkbox"/>	Yes	
	Excellent	Good	Poor
Your overall rating of this publication	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comments and recommendations			
<input type="text"/>			
Overall assessment			
<input type="text"/>			