

EXECUTIVE Internet FORUM

An Internet seminar *for* business executives.
by business executives!

In just a few years, the Internet has grown into a \$15 billion dollar industry with an estimated 35 million users worldwide!

To remain competitive, executives need to understand today's fastest growing marketplace — the Internet. *Now* is the time to stake your claim in cyberspace!

Sources project 1000% expansion over the next 2-5 years.

The number of companies and consumers who are coming online continues to double every six months. And new technologies are making it easier every day!

Forecasts of Internet commerce by the year 2000 range between \$6 to \$30 billion.

There's a reason why world leaders like Microsoft, AT&T, and IBM have reconfigured their companies to address the Internet. They see where the future is headed.

The Executive Internet Forum lets busy executives "fast forward" on the Net.

After one intense day, you'll be able to make informed decisions about your company and the Internet — you'll even leave with your own web marketing plan!

The Executive Internet Forum is an educational seminar. Designed specifically for business executives, it is a fast-paced seminar which explains how business is conducted on the Internet. Learn how other businesses are taking advantage of the technology to increase sales and improve customer service. Learn how to direct your company to do the same.

You'll learn from the best in the business...

Hear from Net industry leaders as they share the "web secrets" that are propelling them and their clients to success!

A seminar for business executives.

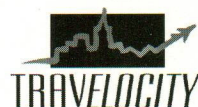
The Executive Internet Forum is an educational seminar taught by business executives, and sponsored by leaders of the Internet community. Our combined expertise offers an unique opportunity to learn the business dealings of the Internet.

The Executive Internet Forum... invest a day and take charge of the future!

Offered by

Internet Institute
OF ARTS & TECHNOLOGIES

in partnership with:



What you will learn:

- ▶ Who owns the Internet — and how it works
- ▶ Who is buying and what
- ▶ What Internet strategies are really working
- ▶ How the Internet is shaping the self-service industry
- ▶ Effective business-to-business Internet marketing techniques
- ▶ The role of Internet advertising on web sites
- ▶ Interactive consumer shopping
- ▶ Why businesses are creating Intranets
- ▶ The costs associated with creating and maintaining web sites
- ▶ To host or not to host your own web site
- ▶ Selecting an Internet agency
- ▶ How much can you do in-house
- ▶ How to build a successful Internet business
- ▶ Getting the most from your Internet dollars
- ▶ The next generation of Internet services: webcasting, audio and video
- ▶ What is the best way for your company to market products
- ▶ How to plan for Internet expansion
- ▶ How to improve product service and delivery using the Internet
- ▶ How to improve corporate communications and cut operating costs
- ▶ And much more...

Speakers

Glenn E. Gomez, Chairman, Digital Media Performance Labs, an active player in the Internet industry. DMPL is a leading reseller of Internet, Intranet and graphic technologies. Glenn has also consulted on strategic issues, as well as web development for a number of companies and organizations around the country. Another of his holdings, *The Sandbox Network*, is a leader in interactive entertainment on the web, pioneering an advertiser-based revenue model.



Gregg Timmons, Sales Manager, Netscape Communications, South Central Region. Responsible for consulting with Netscape customers and business partners on the business uses of the Internet and Intranet, including electronic commerce, applications access, messaging and collaboration solutions. With twelve years experience in the fields of document and digital imaging and the Internet, Gregg's web experience spans hardware infrastructure planning, application design, and business justification for both Internet and Intranet solutions.



Marty Gast, Senior Product Manager, Travelocity. As Senior Product Advertising Manager for the Net's most successful travel site, Marty Gast will explain what goes into setting web site objectives, integrating a diverse set of technologies, establishing online electronic commerce, and more.



John South, President, FS². As president of FS² Internet Marketing, John South directs the overall resources of a global web content development company. He is an acknowledged industry pioneer in the area of strategic web site planning and implementation. Mr. South's diverse background with companies such as Electronic Data Systems and Fisher Information Systems have given him an unique perspective on the convergence of marketing and technology required for effective web content development.



Shelly Gosney, Regional Account Executive, South Central Region, DoubleClick, Inc., consults with hundreds of companies and advertising agencies regarding Web Marketing and currently is spearheading DoubleClick's pioneering efforts to educate and involve businesses in the burgeoning field of online advertising.



Neill Ray, AT&T. As a 20-year veteran with AT&T, Neill Ray brings an unique perspective as to how online communications are changing the way companies do business. His position in AT&T's Global markets division places him in front of top decision makers for the largest companies in America. His special role is to guide them into prudent solutions for their access, hosting, online commerce, customer service needs, and more.



8:30 - 9:30am

The Anatomy of the Internet

Glenn Gomez, Chairman, DMPL - Digital Media Performance Labs

- ▶ Who owns the Internet and the bandwidth story
- ▶ What makes the Internet today's fastest growing industry
- ▶ Data and demographics – What do we know about the users out there?

9:30 - 11:30

Understanding Intranet Business Communications

Gregg Timmons, Sales Manager, Netscape Communications, South Central Region

- ▶ What is an Intranet and how does it differ from existing communications methodologies
- ▶ What advantages does the Intranet provide your company
- ▶ What is an Extranet and why should your company deploy
- ▶ What applications are best fit for Intranets and for Extranets
- ▶ How do you build a corporate Intranet/Extranet

12:45 - 1:45

Developing an Internet Success, The Success Story of Travelocity

Marty Gast, Senior Product Manager, Travelocity

As senior Product Advertising Manager for the Net's most successful travel site, Marty Gast will explain what goes into setting web site objectives, integrating a diverse set of technologies, establishing online commerce, and much more.

1:45 - 2:30

Developing Web Content that Serves Business Goals

John South, President, FS²

- ▶ Establishing a solid strategic web plan based on overall business goals
- ▶ The tools, techniques and talents that go into effective web content
- ▶ Communication dynamics for the web: narrowcasting versus broadcasting
- ▶ The future of web-based marketing (coming technology, markets and methods)

2:45 - 3:45

Effective Internet Marketing Through On-line Advertising

Shelley Gosney, Regional Account Executive, DoubleClick Inc.

- ▶ Similarities and contrasts between online advertising and traditional advertising
- ▶ Attracting traffic to your site by advertising online
- ▶ Testing creative and quantifying results with online advertising
- ▶ Using online advertising to target your ultimate prospect and turn them into long-term customers

3:45 - 4:45

Electronic Commerce

Neill Ray, AT&T

- ▶ The state of online commerce today – working models in place
- ▶ The opportunities of online commerce tomorrow – size and quality of markets
- ▶ Security and hosting issues made easy – what it takes to do it right

4:45 - 6:30

Practicum/Reception

- ▶ Search the Internet to find competitors (*we'll have several computers available*)
- ▶ Assess your Internet needs (*leave with completed marketing plan*)
- ▶ Spend time with speakers and sponsors (*our experts can provide valuable information*)
- ▶ Network (*meet other business executives attending the seminar in a relaxed atmosphere*)

You'll receive:

Personalized Workbook...

containing information regarding Internet services specific to your industry. Workbooks will show example web sites, including your competitors. You'll also receive an Internet glossary, a listing of resourceful web sites, demographics of Internet users, and schematics illustrating the Internet and how it works. Speaker handouts will be included.

Internet Assessment Tools...

to assess your company's needs for Internet services. Our tools will help you evaluate how to utilize the Internet, and how to develop or expand Internet services. When you leave the seminar, you'll be prepared to forecast your company's Internet needs and have the know-how to take action.

—both to establish your online presence and manage it over time!

Enrollment Information

Location and Date

Thursday, April 10th at the INFOMART
1950 Stemmons Freeway, Dallas, Texas

Seminar Fee

\$495⁰⁰ per person. Fee includes breakfast, lunch and reception following. You'll also receive a personalized workbook including Internet Assessment Tools for your company. Early registration discount: Save \$100 by registering before March 7th.

To Register

By Mail: Fill out the enrollment form and send it with your payment or credit card information to:

Internet Institute ARTS & TECHNOLOGIES

1950 Stemmons Freeway, Suite 3043
Dallas, Texas 75207

By Phone: 1-800-999-8773 or 214-746-4855

By E-mail: registrar@iiat.com

By Web: http://www.iiat.com/forum

Parking

You'll find plenty of free parking at the INFOMART.

Seating is limited to 50.

Cancellations received before March 15, 1997, are refundable or may be applied to a future seminar.
Cancellations received after March 15, 1997, are non-refundable and the fee may not be applied to a future seminar.

\$495 per person • April 10th

Early registration discount: \$395⁰⁰ if payment is received before March 7th

ENROLLMENT FORM

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

☐ Check Enclosed ☐ Credit Card (Visa, MasterCard, American Express)

Credit Card Number _____ Exp. date _____

Signature (required) _____

Detach and mail to:

Internet Institute ARTS & TECHNOLOGIES 1950 Stemmons Freeway, Suite 3043, Dallas, Texas 75207

For more information please call: (214) 746-4855 • (800) 999-8773

Enrollment confirmation will be sent to you upon receipt of enrollment form and payment.

Corporate Presenters:

Apple Computer a recognized pioneer and innovator in the information industry, creates powerful solutions based on easy-to-use personal computers, servers, peripherals, software, and personal digital assistants. Apple develops, manufactures, licenses and markets products, technologies and services for the business, education, consumer, scientific, engineering and government markets in over 140 countries. Apple also has the most exciting new product year in their history ahead in 1997.

AT&T made a major move toward providing online support services across a diverse range of business applications, with specific emphasis on electronic commerce. The company has introduced a broad range of Internet services, including Worldnet® direct online access, Easy WorldwideWeb (E3)® hosting services, SecureBuy® online transaction management, iA web-based customer service and more. AT&T also provides a major portion of the Internet's telecommunications infrastructure and is integrally involved in meeting expanding bandwidth requirements.

DMPL DIGITAL MEDIA PERFORMANCE LABS is a leading reseller and integrator of high-end graphics and internetworking hardware and a software in the Dallas/Ft. Worth metroplex, offering solutions for the Internet/Intranet, film/video/broadcast, animation and prepress markets. As a top value-added dealer for Silicon Graphics, Netscape Communications, Illustra, Alias/Wavefront, Discreet Logic among others, price and performance combined with engineering and workflow expertise create top-flight solutions for a wide range of customers.

DoubleClick the premier Internet advertising network, is the leader in building online, one-to-one relationships between brands and consumers, based on user interests and marketer needs. By combining media and technological expertise and a collection of quality Web sites, DoubleClick is building the most comprehensive user profile database, enabling advertisers to hit their desired targets, every time. DoubleClick further facilitates Internet marketing by centralizing real time planning, execution, control, tracking and reporting of online campaigns.

FS' Internet Marketing is a leading edge web site development firm offering a "total solutions" approach to Internet marketing around the world. FS' is widely recognized for bringing an unusual degree of strategic planning and project management to web site development projects. The company focuses on providing web site solutions that are cost-justifiable investments which relate directly to the achievement of client business goals. Further, FS' is pioneering the art of behavior segmenting which offers web site marketers a means to adapt web site content in response to on-site viewing choices as they occur.

The Internet Institute FOR ARTS & TECHNOLOGIES offers an intensive and diverse course of study to professionals interested in applying their talents to the Internet. Courses are currently available for Web Designers, Web Publishers and Web Server Administrators.

Netscape Communications Corporation is a leading provider of open software for linking people and information over enterprise networks and the Internet. The company offers a full line of clients, servers, development tools and commercial applications to create a complete platform for next-generation, live online applications.

Travelocity Travelocity is the most powerful one-stop travel web site on the Net. It is a project of SABRE Interactive, the leading provider of online travel reservations services, and Worldview Systems Corporation, the leading publisher of interactive and online destination information. SABRE Travelocity offers schedules for more than 700 airlines; reservations and tickets for more than 370 airlines; reservations and purchase capability for more than 28,000 hotels and more than 50 car-rental companies.

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*Invest a day and learn the Net means business...
and how your company can achieve net results!*

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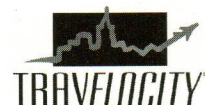


AT&T

DoubleClick
www.doubleclick.net



Apple Computer



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