

## KEY DATA

WebAttract, LLC

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**Founded:** 2009

## ABOUT WEBATTRACT

WebAttract offers an end2end service for driving Demand Generation via Informational Webinars.

We make our clients WebinarReady™ by delivering a turn-key yet, “custom for every client” solution which eliminates all of the “pain” in producing webinars while increasing positive, reliable outcomes. Within its single-vendor approach is included:

- Total webinar project and technical management (WebAttract provides the webinar platform)
- Collaborative content development, fully customizable and projecting the client’s brand
- Targeting of a value-proposition-matched audience from its 27+ million BTB contact database
- High-impact audience recruitment (recruiting 250-350+ for each event)
- Coaching, training and mentoring of speakers and panelists
- Professionally executed, moderated, recorded, edited and archived webinar



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- Prospect intelligence gathered via its registration engine, in-event polls, interactive Q&A, and post-event surveys, all delivered to the client in an analytics dashboard
- Post-event conversion of registrants to richer opportunities (up to 20% become 1:1 meetings)

WebAttract's competitive differentiation consists of:

- a) A cost-effective pricing model achieved via its single vendor solution
- b) Its proprietary methodologies for production, list build and audience recruitment
- c) Its passion for delivering events which stimulate the prospects' intellectual curiosity
- d) A business philosophy which is results-driven with a definable ROI
- e) A "cost of lead" value proposition 50% less than that of in-person seminars and trade events

WebAttract serves a number of high-profile clients including Microsoft, Oracle, Siemens, Underwriters Laboratories, Nielsen, Dex One and Google; continues to develop multiple events for emerging brands like Knovel, Gluster, Envista, Contactual and The Friedman Group; and manages sponsored webinar series for online media such as Directions Magazine, Drug Development & Delivery, Desktop Engineering Magazine, Hotel F&B Magazine and Columbia Law List.

WebAttract is also proud of its professional services partnership with Citrix Online, that was established to help its prospects and clients who wanted to onboard themselves quickly, utilize our methodology, best practices and metrics to deliver professionally managed and engaging webinars. Whether you're looking for a complete "end2end" solution, or ala carte, for more info, please visit the Citrix website at <http://support.gotomeeting.com> and click on Professional Services.



WebAttract provides an End2End "Custom for Every Customer" turn-key solution for webinar demand creation and has offices in New York and California. [www.webattract.com](http://www.webattract.com)

## THE PRINCIPALS



### **Mike Agron, Co-Founder & Executive Webinar Producer**

is a results oriented sales and business development executive with a 25 year history at top technology hardware and software firms such as Apple, Oracle, MapInfo and deCarta. Mike has worked in the trenches and as an executive, where he led global business development, channel, and partner sales teams that have contributed significant revenue and profitability while opening up new market segments.

In 2008 he launched Agron Business Development (ABD) to help top tier technology corporations, start-ups, and mid-sized firms improve sales execution through partnering and webinar demand creation. At ABD he was instrumental in creating the Directions Media Sponsored Webinar series, which has resulted in a profitable line of business for Directions Media. In early 2009, he and his co-principal Bret Smith, founded WebAttract LLC, with the singular goal of offering the most comprehensive one stop service for enabling companies in the B2B space to promote their brand, boost thought leadership and drive revenue from fresh new sales leads.

As the Executive Webinar Producer he's produced and moderated engaging informational webinars for industry leaders such as Dex One formerly known as RH Donnelley, Google, Microsoft, NAVTEQ, Oracle, Underwriters Laboratories including early stage and lesser known regional companies to help them drive fresh new sales leads, raise product or brand awareness and increase thought leadership.

Mike is an accomplished speaker and producer of executive forums, and partner conferences. He is an Executive Advisor for Directions Media; is on the Advisory Board of Chrometa, an up and coming time capture software company; and is considered a trusted advisor to TechCoire, a leading Northern California based business and technology education organization.



### **Bret Smith, Co-Founder & Master Audience Recruiter and Co-Principal**

is a master of audience recruitment and solution selling. Across 20 years' experience in Global Sales, Marketing, Alliances & BizDev, he has developed considerable expertise around the harnessing of bleeding-edge best e-prospecting practices which leverage the convergence of traditional data sources and social media. His talent in translating abstract features and benefits into meaningful value propositions and delivering them to laser-targeted audiences, delivering millions of dollars in sales for companies like Pitney Bowes, Century Link, Tyler Technologies, Entergy, MapInfo, Sanako US, and many others.

As the "Voice" of the popular LinkedIn WebAttract Thought Leadership Webinars and Webcasts Group, Bret is a prolific blogger. He has also contributed dozens of articles to Bright Hub, Webinar Wire and Virtual Edge and has authored compelling content for Harvard Business Review, Columbia Law List, LAPTOP Magazine, Desktop Engineering Magazine and Directions Media. He is also an accomplished speaker and presently a staple of the 20-city-a-year Integrated Marketing Summit.

Bret is an active member in the eMarketing Association Network, Email Marketing Roundtable, the B2B Lead Generation Roundtable, the Sales Lead Management Association, Friends of the Funnel, the B2B Technology Marketing Community and the FastTrack Business Network. He has also been Email and Social Media Strategist for a senatorial candidate of a major U.S. political party.