Website Marketing: Enhancing Online Presence with Live Response

Savvy website owners that employ Live Response technology have garnered high customer satisfaction AND more importantly, generate larger online revenues.

Now that I have your attention, you may ask "What is a Live Response system?"

Put simply, it is a piece of code that shows up as a button on your site. When visitors have questions, need help or can't find information from your site, they press that button to ask to "speak to a live person". This action pops up an instant messenger-like window where trained agents will attend to and assist your website visitors.

The past problems with Live Response systems revolve mainly around planning, deployment and operational concerns. It also required a high investment.

Now even small to medium sized companies can leverage new technologies to offer the same service that their bigger competitors can offer - without significant investments in time and resources.
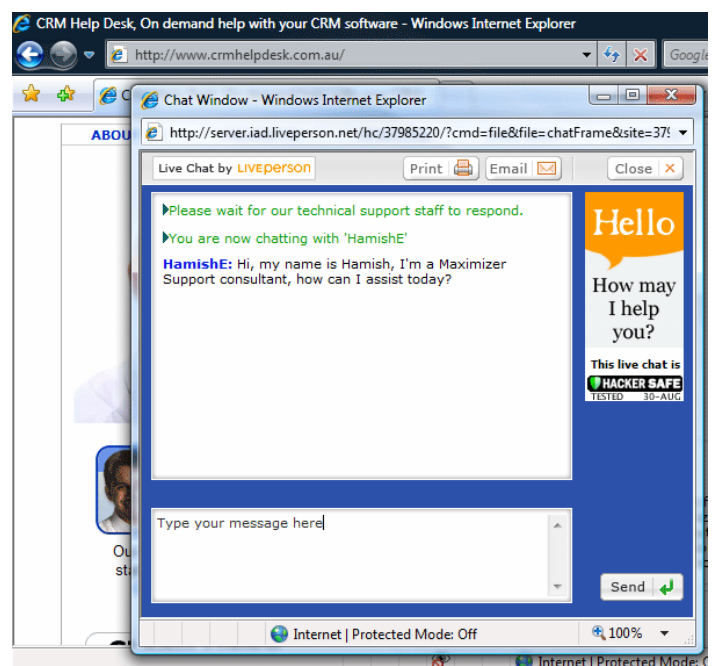
Who should attend?

- ❖ Business owners and entrepreneurs
- ❖ CEO/MD/GM
- ❖ Marketing Directors/Managers
- ❖ Sales Directors/Managers
- ❖ People in-charge of website marketing

What's in it for participants?

Participants will gain access to:

- ❖ Features of Live Response system
- ❖ An actual walk through of a live response system
- ❖ Potential income streams from the Live Response system

About the Speaker

Wilson Chua is the **CEO of FutureGen** and the **President of BitStop Network Services**, an active partner of the Connected Learning Community (A Microsoft Charity Project where the proceeds of anti-piracy activities and settlements are used to donate computer laboratories to underprivileged high schools across Philippines). He is also qualified with Google Adword and WebCEO professional.

Wilson works closely with Microsoft and is an MVP (Microsoft Most Valuable Professional), certified as System Engineer, Trainer and Database Administrator. He speaks regularly at Microsoft events and was a panel speaker at Microsoft Technopreneur in March 2006.

He is also a CISCO Certified Network Associate (CCNS) and Design Associate (CCDA), a certified Ethical Hacker in association CEH (EC council Certified Ethical Hacker) and CEA (EC council Certified Ecommerce Associate).

He attained his degree in Bachelor of Science in Business Administration and Accountancy, University of the Philippines. He has worked with numerous clients in MNCs and is regularly featured in IT e-magazine on his expertise and experience.

Date	:	Thursday, 31st January 2008
Time	:	9:30am to 12:30pm (Registration starts at 9:00am)
Fee	:	**S$40** for ASME members and **S$65** for non-members (GST included)
Venue	:	EDC @ ASME, 167 Jalan Bukit Merah Tower 4, #03-13, Singapore 150167

For more information, please call Nora at 6513-0388

Organized By: EDC Enterprise Development Centre @ ASME