

35TH Annual National Wellness Conference
“Wellness Solutions that Work NOW: Best Outcomes Through Innovation, Caring, and Collaboration”
University of Wisconsin-Stevens Point, July 17-22, 2010

Online Proposals

LEAD PRESENTER

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Comprehensive List of Conference Presentations for LEAD Presenter:

Presentation Title:

How to Deliver a Wellness Teleseminar for a Buck (\$1)

Track: Wellness Promotion

Program Level: intermediate

Target Audience: Health Care Professionals

Program Type: Breakout Session

Have you presented or are you planning to present this program at other wellness-related conferences?

n/a

Abstract:

Learn how to create and promote an interactive wellness teleseminar delivered via the Internet, complete with a downloadable (mp3) recording. The Internet is a great way to find individuals across the country and the globe who are interested in your health message. Take advantage of trial offers by the leading teleseminar vendors to produce a professional wellness teleseminar for only \$1 and use social marketing like Facebook and Twitter to promote it for free. Techno-phobes welcome.

Measurable Objectives:

Upon completion of this session, participants will:

- A) Be able to find the Internet teleseminar vendor with the \$1 trial offer for creating teleseminars.
- B) Understand how to set up a teleseminar with Internet link and local telephone call in numbers.
- C) Understand how to set up an event on Facebook and invite their “friends” to attend the teleseminar.
- D) Understand the steps to record and download the teleseminar in an mp3 format for further marketing efforts.

Program Outline:

- A) Introduction - 10 minutes
 - B) What is a Teleseminar? Who are the vendors? - 15 minutes
 - C) Demonstrate live how to create a teleseminar event - 15 minutes
 - D) Marketing your teleseminar
 - a. email lists
 - b. Facebook Event
 - c. Twitter
 - d. Craig’s List rules of engagement - 20 minutes
 - E) Tips for an interactive teleseminar and clean recording - 15 minutes
 - F) Questions & Answers - 15 minutes
- Total - 90 minutes

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Program Bibliography:

Gage, K. (n.d.). Isn't it time to add teleseminars to your marketing mix?. Retrieved September 30, 2009, from <http://www.streetsmartsmarketing.com/Articles/Teleseminars%20to%20your%20Marketing%20Mix.htm>

Gage, K. (n.d.). Social Networks are they for you?. Retrieved September 30, 2009, from <http://www.streetsmartsmarketing.com/Articles/Social%20Networks%20are%20they%20for%20you.htm>

Gage, k. (n.d.). Power and Profit of Teleseminars. Retrieved September 30, 2009, from <http://www.streetsmartsmarketing.com/Articles/Power%20and%20Profit%20of%20Teleseminars.htm>

Mandossian, A. (2009, September 24). Alex Mandossian's Blog. Retrieved September 30, 2009, from <http://www.alexmandossian.com/>

Scott, D. M. (2010). The New Rules of Marketing and PR: How to Use Social Media, Blogs, News Releases, Online Video, and Viral Marketing to Reach Buyers Directly. Chichester , West Sussex: John Wiley & Sons Ltd.

Program Relevance to Conference Theme:

Internet teleseminars use the power of the World Wide Web to help find new people across the country and across the globe who are interested in our Wellness Promotion messages. Teleseminar vendors make it easy for the non-technical wellness promoter to create a professional interactive teleseminar and record it for future downloads. The mp3 downloads increase the reach of our messages because they can be downloaded and listened to when convenient. This is a wellness solution that works NOW.