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Krisam Group & Global Events Partners (GEP) Partners with Key Meeting Services Players to Launch Hybrid Event Webinar Series

-Free, live webinars will get meeting and event professionals up to speed fast on virtual and hybrid event strategies and tactics

Washington, DC — January 20, 2011 — [Krisam Group](#) and [Global Events Partners](#) today announced a partnership with [Sonic Foundry](#), [IEP](#) and [Maritz Travel](#), in producing a free webinar series, The Nuts and Bolts of Virtual Events.

The four-part series aims to give meeting planners a complete overview for planning hybrid and virtual events, including choosing the right technologies, the reasons to explore virtual and an in-depth review of meetings that have done it right.

Lynn Randall, Strategic Event Consultant for Maritz Travel, will lead the four-part webinar series, beginning with today's "Virtual Meeting: Does It Meet Your Business Objective". Randall recently has spoken at [Virtual Edge Summit 2011](#) and [MPI's World Education Conference 2010](#), and leads Maritz' consulting practice, with more than 20 years of marketing services, corporate event and communications experience.

"We wanted an opportunity to educate our partners, clients and the meeting community on what it takes to add a hybrid or virtual element to their meeting. Whether they're seasoned meeting planners or new in the industry, there are a lot of misconceptions and uncertainty related to virtual meetings. This series will give participants a starting point to successfully execute a hybrid meeting, and give them a deeper understanding of the technologies available," said Jim Schultenover, President of Krisam Group. "We couldn't be more excited to launch this series with the best-of-breed meeting consultants, producers and technology providers."

To register for the series, visit <http://bit.ly/hDL593>. All times are 12:00pm EST.

Part 1: [Virtual Meeting: Does It Meet Your Business Objectives](#) – Thursday, January 20

In this hybrid meetings 101 session, find out what business cases are best for hybrid and virtual events and how it will impact your role as an event professional.

Part 2: [Building Your Strategic Game Plan](#) – Wednesday, February 23

Learn the first steps to enhance the attendee's experience, the costs and benefits involved, and opportunities for creating a revenue stream.

Part 3: [Learn from the best](#) – Wednesday, March 23

Examine case studies from three different sized events where the hybrid approach was applied.

Part 4: [Don't Let the Technology Scare You](#) – Thursday, April 21

Join Lynn and panelists from IEP & Sonic Foundry, as they walk through the many different technology options available to conduct virtual meetings.

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About Global Events Partners (GEP)

Global Events Partners celebrates 12 years on the leading edge of the DMC industry. Established in 1999, the partnership now includes more than 65 leading destination management companies (DMCs) serving over 92 destinations worldwide. A DMC is a professional services company possessing extensive local knowledge and resources, specializing in the design and execution of group tours, transportation, events, activities and program logistics. GEP partners provide consistently high quality DMC services in the most desirable locations worldwide. www.globaleventspartners.com.

About Krisam Group

Krisam Group, a membership organization since 1975, is the top national sales company representing over 240 independent and 4 & 5-Diamond hotels and resorts, as well as the leading advocate and service provider for meeting planners. Krisam represents properties in over 20 countries, including landmark urban hotels, leisure destinations, beachfront resorts and event locations for groups of 10 to 10,000. For more information on Krisam Group, please visit www.krisam.com.

About Sonic Foundry®, Inc.

Sonic Foundry (NASDAQ: SOFO, www.sonicfoundry.com) is the global leader for rich media webcasting and knowledge management, providing enterprise communication solutions for education, business and government. Powered by Mediasite, the patented webcasting platform which automates the capture, management, delivery and search of lectures, online training and briefings, Sonic Foundry empowers people to transform the way they communicate. Through the Mediasite platform and its Event Services group, the company helps customers connect a dynamic, evolving world of shared knowledge and envisions a future where learners and workers around the globe use webcasting to bridge time and distance, accelerate research and improve performance. Product and service names mentioned herein are the trademarks of Sonic Foundry, Inc. or their respective owners.

About Maritz Travel

St. Louis-based Maritz Travel is the global leader in helping companies achieve business results through the effective use of meeting, event and incentive travel programs. Maritz Travel works with companies to reward and recognize top performers, ensure effective communications to customers or staff, spur innovation through enhanced collaboration, and improve customer, employee and channel partner engagement. Maritz is a sales and marketing services company, which helps companies achieve their full potential through understanding, enabling, and motivating employees, channel partners and customers. Maritz provides market and customer research, communications, learning solutions, incentive initiatives, rewards and recognition, effective meeting, event and incentive management services and customer loyalty programs.

For more information, visit www.maritz.com or call 1-877-4MARITZ. Follow us on Twitter @ [Maritz_LL](https://twitter.com/Maritz_LL).

About IEP

For over 15 years IEP has worked with Fortune 500 companies, Associations, Governmental Agencies and Non-Profits. IEP is a Full-Resource, Award-Winning Production company providing Event Consultation, Creative Services, Audio, Video, Lighting, Audiovisual services and Headline Entertainment. <http://www.iepevents.com>

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