(((• TRUMBA®
GET THE WORD OUT

How will **Trumba Connect**
benefit my organization?

Trumba Connect Benefits

Customer Quote

"We're pleased to work with Trumba Connect in providing this valuable online resource for automotive and career event information. The event calendars powered by Trumba Connect enhance our Auto and Job sites with more dynamic, interactive content that provides additional value to our readers."

— Vivian Schiller

Vice President and General Manager, NYTimes.com

Benefits	Features
Boost event awareness	■ Easily integrate customized event calendars into your website using copy and paste ■ Increase event visibility by pasting interactive widgets throughout your site ■ Send upcoming events automatically to a targeted audience ■ Make it easy for potential attendees to sign up for your events online
Build relationships with your clientele	■ Give site visitors interactive events that they can easily add to their personal calendars ■ Reduce missed events by letting site visitors set event reminders and arrange to be notified if events change ■ Keep site visitors informed by letting them subscribe to RSS feeds and calendar emails ■ Recruit new contacts as people sign up for your events online
Stay in control	■ Delegate calendar maintenance to other account holders while maintaining full control over permissions ■ Keep your brand at the forefront by customizing calendars and other event and email widgets ■ Create customized events that contain information unique to your organization ■ Include fields in events that target specific audience categories
Track effectiveness	■ Using your convenient Publisher Dashboard, monitor your most popular events, how often visitors add your events to their personal calendars, how many people visit your calendars, and more
Immediate gratification	■ Create and publish customized calendars without incurring development costs ■ Keep your calendars up-to-date with no help from a web developer ■ Watch updates go live the moment you make them
Nothing to download	■ Feel secure knowing that we host your event information in our state-of-the-art Internap® data center ■ Rely on our hardware and software redundancy that ensures that Trumba® Connect will be there when you need it

Additional questions?
■ Contact Sales at **1.800.925.0388**.
■ Watch an online demonstration. Visit **www.trumba.com** to learn more.

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