Chasing Unicorns

In search of the elusive “ideal webcast”

by Amy Kenly

What do unicorns have to do with webcasts? In many aspects of our lives, we spend countless hours searching for things that we think would be ideal, only to find out they don’t actually exist. Does the ideal webcast exist? Not sure, but we think we’re getting pretty close.

Starting next Wednesday, January 26th, Kalypso and Jim Brown of Tech-Clarity will take part in the first of a three-part executive strategy webcast series on innovation and product development for the economic recovery, hosted by Aras.

We think we’ve created a great series of webcasts with valuable content and great speakers, but you probably get invitations to webcasts all the time. Plus, if you’re like most folks with innovation and new product development responsibilities, you’ve got a lot on your plate right now. How can you tell which webcasts will provide the value to make it worth your time?

Here are a few reasons why we think these webcasts won’t leave you feeling like you’ve wasted your time chasing mythical beasts through the enchanted forest.

1. **Truly great speakers** – Some people say Jim Brown is the Godfather of Soul, while others think he’s actually Jim Carrey doing his “day job.” In reality, he’s a really smart guy with experience in industry, management consulting, software and most recently as a PLM industry analyst. As president of Tech-Clarity, Jim brings an unbiased 3rd party view to product development issues. You’ll absolutely learn something from him, and when you walk around quoting Jim Brown, you’ll get a glimpse of what it means to be a cultural icon.

2. **Zero commercials** – I’m in marketing, so it hurts to say this, but nobody wants to sign up to see a 20 minute commercial for my company. When it comes right down to it, I can tell you how all the great things about my company any time, but it’s probably more effective to just show you.

3. **Solid content** – Rather than present a lot of fluff, we’re focusing on actual practical advice that you can start acting on immediately.

So if improving product development and innovation strategies is part of your responsibilities for 2011, give these webcasts a try. We’d love your feedback. Register now at [http://www.aras.com/webcasts/](http://www.aras.com/webcasts/).

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*What’s your view? Add your question or comment*
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