

**SILICON VALLEY AMERICAN MARKETING ASSOCIATION (SVAMA) LAUNCHES
WEBINAR SERIES TO ALLOW BUSY PROFESSIONALS TO RECEIVE ON-DEMAND
CAREER TRAINING AND DEVELOPMENT**

**Webinar Series, Hosted by Coreography, First New Service in Expanded
Online Education Program**

SAN JOSE, CALIF., October 28, 2002 – The Silicon Valley American Marketing Association (SVAMA), the local chapter of the world’s largest professional society of marketers and the American Marketing Association’s 2001 – 2002 Chapter of the Year, today announced it is launching Web-based Seminars – called Webinars. The SVAMA also plans to offer audio recordings of prior SVAMA events and in-depth articles on key topics of interest to marketers as part its expanded comprehensive Online Education Program. In addition, the SVAMA also announced that Coreography LLC, a turnkey solutions provider that leverages webcasts and web seminars to improve a company's communication, training, collaboration and e-marketing capability, will provide the technology needed to successfully launch these Webinars.

“Many marketing professionals do not have the time to attend traditional seminars and need the ability to educate themselves online day or night from their office or home”, said Judy Rzaca, vice president of Online Education for SVAMA. “Our online education program has been designed to meet the needs of these very busy professionals. By year end, we plan to deliver several key seminars and significantly expand our online educational tools. We have selected Coreography to host the online program because their technology has allowed us to quickly and efficiently get our Webinar programs off the ground. “

The SVAMA will present its first Webinar on November 7 titled “Effective Product Launch Planning.” Participants will learn how to effectively manage, organize, plan, and implement a successful product launch in today’s constantly changing marketplace. The second Webinar on December 3 is titled “The Media Spotlight: What to Do When All Eyes Are on You.” Participants in this media training seminar will learn how to deal with tough interview questions, how to remain composed and in control when in the media spotlight and essential media management skills.

“Coreography is excited to produce and host Webinar events and other key online education services for the SVAMA”, said Bill Hopps, Managing Partner and Founder of Coreography LLC. “Marketers, like other very busy professionals are looking for more avenues to continue their career development. By using our technology, SVAMA will be able to cost effectively deliver key educational programs to a greater number of its members, especially those members that can not afford the time to attend traditional training or development programs. “

The SVAMA plans to offer several Webinars next year. Participants in these Webinars will receive information on how to keep their companies ahead of the competition and remain profitable in a tough economy.

A list of proposed upcoming topics includes:

- **Effective Sales Tactics and Strategies**
- **Solution Selling**
- **Viral Marketing Strategies**
- **Strategic Branding: When does it make sense for your business?**
- **Market Research: Effective Tools and Techniques**
- **Competitive Intelligence**
- **Getting Partnerships and Alliances**
- **International Marketing**

Registration is required for all Webinar events. Please go to the SVAMA website, www.svama.com, for registration details.

About Coreography

Coreography LLC is a turnkey solutions provider that leverages webcasts and web seminars to improve business communication, training, collaboration and e-marketing capability. Using a combination of consulting, software and services, Coreography creates and executes web seminars and web casts that generate solid sales leads as part of an overall targeted sales and marketing program. Coreography can either offer a complete solution, developing entire web events from strategy to sales, or it can work with a company to offer any or all of its services individually. Located in the Silicon Valley, Coreography's telephone number is 408-348-1522. The company's website is www.coreography.com.

About SVAMA

The Silicon Valley American Marketing Association (SVAMA) is the local chapter of the American Marketing Association (AMA), the world's largest and most inclusive professional society of marketers consisting of approximately 40,000 worldwide members and it is the AMA 2001-2002 Chapter of the Year. As the Source for career development, education and networking opportunities for Silicon Valley marketing professionals, the SVAMA seeks to advance marketing excellence in the local business community. Founded in 1980, the SVAMA has over 500 members and over 4,000 friends. For more information about the SVAMA and upcoming events, visit <http://www.svama.org>, or call 866-206-9067, extension 3004.

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