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MEDIA ADVISORY

FIRSTWAVE HOSTS WEBINAR ON LEAD SCORING & NURTURING

(ATLANTA, GA – June 3, 2008)

WHO: [FirstWave Technologies, Inc.](#), a provider of on-demand marketing automation solutions for lead generation, scoring and nurturing, will host a Webinar on how to enhance your lead nurturing process to drive more quality leads and sales.

Featured Presenter: FirstWave customer Paul Dunay has been creating buzz for many top technology companies, such as Google, IBM, Microsoft, Oracle, SAP, Avaya and Cisco for 20+ years. Paul is Global Director of Integrated Marketing for a leading provider of management and technology consulting services. Visit his blog at <http://www.buzzmarketingfortechology.com>.

Moderator: Andrew Gaffney, Editor and Publisher of [Demand Gen Report](#), an online publication that focuses exclusively on the strategies, tactics and measurements that are central to driving and measuring demand. Andrew is a 20-year veteran of B2B publishing and has created successful demand generation campaigns for Major League Baseball, Canon, DuPont, SAP, Business Objects, Oracle and others.

WHAT: Join us for a Webinar on “Making Lead Scoring & Nurturing Work” to gain a deeper understanding of how lead scoring and nurturing has become a fundamental part of the overall demand generation process. See first hand how one of FirstWave’s customers uses the lead scoring and nurturing process to increase his organization’s sales results.

By attending this Webinar, participants will learn how to:

- Implement lead scoring and nurturing effectively
- View all vital marketing data using one dashboard
- Increase your marketing ROI while maximizing resources

WHERE: Online: <http://www.firstwave.com/webinar/default.aspx>

WHEN: June 11, 2008 - 2:00 PM EDT / 11:00 AM PDT

HOW TO REGISTER: <http://www.firstwave.com/webinar/default.aspx>

NOTE: This Webinar will be recorded and available for replay on June 12. To register for the event and listen to the archive: <http://www.firstwave.com/webinar/leadscoringandnurturing.aspx>

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