



Webcast (html) Components
<ul style="list-style-type: none"> • Html initial email • Html non-responder email • Text reminder email • Text VoD email • Copy for open registration on SMS on Cisco.com
BlueFish notes on schedule/program
<ul style="list-style-type: none"> ▪ We will be using the approved Word on the Street Image

Online Event - Registration Page Content

Topic Code	Title (max: 5 – 8 words)
S4083	Build a Secure Network Foundation with Future Flexibility
Presentation Method	<input type="checkbox"/> On-Demand <input checked="" type="checkbox"/> Live/Simulive Webcast
Technical Level	<input type="checkbox"/> Medium <input checked="" type="checkbox"/> Medium-to-High <input type="checkbox"/> High

One-Line Description (8 – 10 word description)
Learn how to enhance your network foundation so it can evolve with your business and the demands of new technology.

Long Description (max: 2,000 characters and spaces including html codes)
<p>Build a Secure Network Foundation with Future Flexibility Live Webcast, July 11, 2006, 10 a.m. Pacific Time</p> <p>Discuss what to consider when building a flexible and scalable secure network foundation at this Word on the Street Webcast. Learn how to think strategically about the future of your network and how to evaluate your current network’s security, resilience, manageability, performance, and longevity. Hear experts outline essential considerations for addressing current and anticipated network requirements, including getting your network ready for converged services such as voice and wireless.</p> <p>Join network foundation experts John Yen and Robert Checketts of Cisco Systems to discover how the components of a flexible, scalable, and secure network foundation can help you quickly and securely support new applications and a changing business environment. Explore how a secure network foundation enables business continuity and real-time communications and how it helps you secure and extend your network. Hear how a secure network foundation simplifies network management, with better visibility and control.</p>



Short Description for Catalog Page (max: 650 characters and spaces including html codes)

Join this live Webcast to discuss how to build a flexible and scalable secure network foundation that can adapt quickly to evolving technologies and operational requirements, including real-time communications. Review essential considerations for building your network for the future and learn how a strategic approach will help you avoid unnecessary costs and operational challenges. Explore how a secure network foundation will permit you to provide continuous and secure access to information, secure and extend your network resources with confidence, and simplify network management with better visibility and control.

Live Webcast, July 11, 2006, 10 a.m. Pacific Time

Who Should Attend (max: 550 characters and spaces)

Technical managers and network administrators in small and medium-sized companies who are involved in designing and implementing a secure network infrastructure.

Agenda

Topics include:

- Building a secure network foundation for the future
- Enabling business continuity and real-time communications
- Getting ready for converged voice and wireless services
- Securing and extending your network
- Simplifying network management
- Deployment scenarios for small and medium-sized businesses
- Live Q&A

[Lead generating programs must include privacy notice statement; select one if applicable]

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Target Audience			
X	Channels		Health Care
	Education		Large Corporations
	Finance		Service Provider
	General	X	Small/Med Business
	Government		

Global Calendar Target Audience			
X	Account Mgr	X	Enterprise
	Analyst		Internal
	Channels	X	Medium Business
	Consumer		Press
X	Customer	X	Sales
	Education		Service Provider
X	Engineer	X	Small Business

Family Solution (choose all that apply)			
	Access – Broadband/Ethernet		Other
	Cable		Optical
X	Content Networking	X	Routing
X	IP Telephony	X	Security
	Metro Ethernet		Storage
X	Mobility	X	Switching
X	Network Management		Virtual Private Network (VPN)
	Networked Home		Wireless

Links on User Interface (up to 6 URL links)	
Title of Button (up to 20 characters)	CCO URL
Secure Network Foundation	www.cisco.com/go/networkfoundation
Secure Network Foundation Blueprint	http://www.cisco.com/application/pdf/en/us/guest/netsol/ns423/c654/cdccont_0900aec80169b7c.pdf
Integrated Services Routers	www.cisco.com/go/isr
Cisco Catalyst 6500 with Cisco IOS Software Modularity	www.cisco.com/go/6500swmod
Aironet Wireless	www.cisco.com/go/aironet
Smart Business Guide	http://www.cisco.com/application/pdf/en/us/guest/netsol/ns339/c2072/cdccont_0900aec803f040a.pdf



Online Event – Invitation Email Copy

Initial Invitation Email

Subject line **Live Webcast: Build a Secure Network Foundation with Future Flexibility—Register Now**
(max 48 characters)

Headline (max: 8 – 10 words) **Think Strategically About Your Network with a Secure Network Foundation**

Subhead Live Webcast
[> Register Now](#)

Sidebar **Word on the Street Webcast Series**

“Build a Secure Network Foundation with Future Flexibility”
July 11, 2006
10 a.m. Pacific Time

[> Register Now](#)

Upcoming Webcasts in this series:

July:
IPC: Effective Communication

Body Text **Word on the Street Webcast Series**

Dear (Personalized),

Join a live Webcast with Cisco Systems network foundation experts John Yen and Robert Checketts to discuss essential considerations for building a secure network foundation for the future that will scale with your business and allow you to readily deploy new technology.

Join us for this Word on the Street Webcast:

“Build a Secure Network Foundation with Future Flexibility”
July 11, 2006
10 a.m. Pacific Time
[> Register Now](#)



Topics include:

- Building a secure network foundation for the future
- Enabling business continuity and real-time communications
- Getting ready for converged voice and wireless services
- Securing and extending your network
- Simplifying network management
- Deployment scenarios for small and medium-sized businesses
- Live Q&A

Don't miss this opportunity to engage with technical experts John Yen and Robert Checketts to learn how a strategic approach to building a secure network foundation will help you avoid unnecessary costs and operational challenges in the future. [Register to attend now.](#)

If you have colleagues who are also interested in secure network foundation strategies and recommendations, please share this e-mail with them after you register.

Sincerely,
Cisco Systems, Inc.



Non-Responder Email	
Subject Line <i>(max: 48 characters)</i>	Register Now: Build a Secure Network Foundation with Future Flexibility—Live Webcast
Headline	Think Strategically About Your Network with a Secure Network Foundation
Subhead	Live Webcast > Register Now
Sidebar	Word on the Street Webcast Series “Build a Secure Network Foundation with Future Flexibility” July 11, 2006 10 a.m. Pacific Time > Register Now Upcoming Webcasts in this series: July: IPC: Effective Communication
Body Text	Word on the Street Webcast Series Dear (Personalized), Register now to join a live technical discussion on the top considerations for building a secure network foundation for the future that can quickly and securely adapt to new technology and a changing business environment. Don't miss the next Word on the Street Webcast: “Build a Secure Network Foundation with Future Flexibility” July 11, 2006 10 a.m. Pacific Time > Register Now



Cisco Systems network foundation experts John Yen and Robert Checketts will lead the discussion on building a flexible, scalable, and secure network foundation.

Topics include:

- Building a secure network foundation for the future
- Enabling business continuity and real-time communications
- Getting ready for converged voice and wireless services
- Securing and extending your network
- Simplifying network management
- Deployment scenarios for small and medium-sized businesses
- Live Q&A

Don't miss this opportunity to engage with network foundation experts John Yen, Robert Checketts, and other technical experts. [Register to attend now.](#)

If you have colleagues who are also interested in tips for building a secure network foundation, please share this e-mail with them after you register.

Sincerely,
Cisco Systems, Inc.



Reminder Email

Subject Line Don't Forget: Live Webcast—July 11, 2006

Body Text

Dear `DefaultIfEmpty("Valued Customer",fname,lname)`,

You are registered to attend the “Build a Secure Network Foundation with Future Flexibility” Webcast on July 11, 2006 at 10 a.m. Pacific Time. Don't miss this technical discussion to learn how building a secure network foundation will allow you to securely provide continuous, real-time access and quickly deploy new technology.

Simply visit the seminar details page at any time beginning 15 minutes before the start of the Webcast:

1. Visit `URLTrack("http://www.cisco.com/cgi-bin/sreg2/register/banner.pl?LANGUAGE=E&METHOD=E&OPIC_CODE=S4083&PRIORITY_CODE=",,"Cisco Online Events", "data/", keycode)`.
2. Click the “Sign in” link. You will be prompted to log in to the system either as a returning user or as a Cisco.com user.
3. Click the “View now” button to access this seminar. If the “View now” button is not yet available, please reload/refresh your page or return 15 minutes before the Webcast begins.

The Webcast will start promptly at 10 a.m. Pacific Time. We look forward to your joining us.

Sincerely,
Cisco Systems, Inc.

On-Demand Email (to registrants who did not attend seminar)

This email may promote 3-4 archived seminars in one eblast; therefore, the VoD eblast may be scheduled up to 45 days after the live event.

Subject Line View Archived Live Webcasts—On Demand
(max: 48 characters)

Body Text

Dear `DefaultIfEmpty("Valued Customer",fname,lname)`,

If you missed the most recent live Webcasts, you can still access the latest technical information by viewing archived Webcasts now.

View this most recent live Webcast:



“Build a Secure Network Foundation with Future Flexibility”

Join network foundation experts John Yen and Robert Checketts of Cisco Systems for this Word on the Street Webcast to learn important elements of a flexible, scalable, and secure network foundation. Learn the top considerations for building a secure network foundation for the future that can quickly and securely adapt to new technologies and a changing business environment. Discover how to evaluate your current network for performance, security, manageability, resilience, and longevity and determine next steps to address your technical and business requirements.

``URLTrack("http://www.cisco.com/pcgi-bin/sreg2/register/banner.pl?LANGUAGE=E&METHOD=E&TOPIC_CODE=S4083&PRIORITY_CODE=", "Cisco Online Events", "data/", keycode)`.`

Don't miss the excellent opportunities to hear Cisco experts and other technical professionals discuss the latest technical issues and advances. View the archived Webcast of your choice today.

Sincerely,
Cisco Systems, Inc.

[NOTE: Please add opt-out copy throughout as appropriate.]