

Webinar Resources Receives Sharkie Award from Brainshark, Inc. for Excellence in Producing Engaging and Effective Learning Content

Webinar replay content produced from webinars with InfoTrends, Bizucate, Compendium, SandhillPR, Brainshark and Glance Networks, repurposed into effective learning modules, receives views from around the globe

St. Louis, MO. – April 9, 2012 – Webinar Resources, a leading provider of customer acquisition and mobile delivery solutions, today announced recognition and a 2012 Sharkie award from [Brainshark](#) for the use of multimedia to create high-impact and valuable online and mobile video presentations.

Brainshark received more than 200 entries for consideration in this year's competition. Webinar Resources won for the best presentation in the myBrainshark Learning Provider category. Brainshark's [myBrainshark](#) solution for individuals, offers a catalog of business-related video content that is available for free or for sale. Learning providers such as Webinar Resources are select organizations with subject matter expertise on topics relevant to businesspeople. Using myBrainshark, learning providers produce relevant high-quality video presentation content, which they can promote and sell through the myBrainshark.com site and its partner site, TrainingIndustry.com.

“Webinar Resources is recognized for the creative repurposing and delivery of its Webinar Wednesdays program, including the ability to access the replay via a QR code, short URL or SMS message,” said Joan Babinski, VP of Marketing at Brainshark. “It’s a great example of not only repurposing content, but also providing audiences with a choice of how to experience it from anywhere, including on their mobile devices.”

“We are pleased to be a recipient of a 2012 Sharkie award,” said Mark Rice, Managing Director of Webinar Resources. “We continue to develop and deploy learning and acquisition processes that deliver relevant content through reliable channels. We will soon be delivering a series of ‘Mobile Media Made Easy’ learning modules that focus on successful marketing in a multi-channel world, and look forward to our continued relationship with Brainshark.”

The complete list of 2012 Sharkie winners and their presentations can be viewed at: <http://www.brainshark.com/ideas-blog/community/sharkie-awards-2012>.

About Webinar Resources: Webinar Resources is the market leader in customer acquisition and mobile delivery solutions. Through a blended approach of services, solutions and industry partners, (Including Bizucate, Brainshark and ExactTarget), Webinar Resources delivers relevant content through reliable channels -- email, mobile, web, print and social media. Learn more about Webinar Resources at www.webinarresources.com.

Media Contact: Mark Rice, Webinar Resources
markrice@riceresources.com

Phone: 314.385.5211 **Toll-Free:** 877.861.6641