



For Immediate Release

## **Launch in US Alliance Hosts Exclusive Webinar: Five Steps to “Americanizing” Your Web Site**

*Interactive Marketing and Web Design Expert to Outline Best Practices for Optimizing Web Sites to Reach US Prospects*

**Boston, Mass. – November 29, 2010** – Launch in US Alliance (<http://www.launchinus.com>) today announced details of its upcoming webinar entitled “[Five Steps to ‘Americanizing’ Your Web Site.](#)” The webinar, the latest installment from Launch in US Alliance’s team of international business, marketing and technology professionals, will feature the insights of host Paul Regensburg, founder and principal of [RainCastle Communications](#). During his presentation, Regensburg will outline how web-browsing behavior and expectations in the States differ from that of other countries, while also providing technology companies considering expansion into the US with practical tips for reaching prospects and generating leads through their web sites.

**Who:** Paul Regensburg, President, Creative Director  
RainCastle Communications

In 1994, Paul founded RainCastle Communications with a strategic vision for a company that would fuse design, interactivity and marketing into a single, integrated package that would serve the broad needs of clients in the information age. Paul now leads the company’s strategic branding, marketing and web design efforts, directs all creative, and is a frequent content creator. Previously, Paul began his career building branding campaigns for entertainment giants Walt Disney and MGM/United Artists. Subsequently Paul was Creative Director for Easel Corporation, an IBM partner.

**What:** For technology companies considering expansion into the U.S. market, effective online marketing and web site development is a critical component of overarching branding and business development efforts. In the U.S., the web serves as the primary destination for prospects to acquire information on your company, and it is imperative that your online experience is intuitive and informative, rather than “foreign” and complex. In this webinar, Regensburg will provide attendees with best practices for developing, designing and managing a web site that aligns appropriately with your company’s branding efforts while also reaching

and engaging customers and prospects to encourage further interaction and sales.

**When:** Thursday, December 2, 2010  
15:00 Central European Time/9:00am US East Coast Time

**Where:** Register to attend at:  
<https://www1.gotomeeting.com/register/481299200>

### **About Launch in US Alliance**

The US market offers tremendous opportunities for technology companies – but it is a complex place to do business. Launch in US Alliance was formed to help funded technology companies successfully expand into the US by providing a ready-made support network that can help them through the process quickly, thus accelerating their time-to-market and improving their chance for success. Alliance members and partners have vast experience helping technology companies establish US operations, and offer all the core services required in one place – including market assessments, sales & marketing, tax & financial, legal, real estate and human resources. The Alliance's offices are located at 2000 Commonwealth Avenue, Suite 300, Newton, MA 02466. The phone number is +1 617-244-2300. Learn more at [www.launchinus.com](http://www.launchinus.com).

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