

# WEST DIGITAL MEDIA PROFESSIONAL SERVICES



west®

Drive attendance and maximize performance of your events with Professional Services for West Digital Media Services. Provided by experts who create, manage and deliver powerful virtual events.

West Unified Communications Services provides an end-to-end solution for delivering the most compelling messaging and expert information to your audience. Combine these services with our Event Management Services for unrivaled professionalism to make your next high-profile webinar, webcast or virtual event a resounding success.

## DO YOU WANT TO DELIVER AN ENGAGED, MOTIVATED AUDIENCE FOR YOUR EVENTS?

Whether you're seeking to expand your reach to new markets, cut through the clutter of competition, or create strong thought leadership and dialogue with customers, West can help you plan and execute your next event flawlessly. You can choose the best level of service based on your budget, size and scope of your event, and your goals.

### PROGRAMMATIC DESIGN AND PLANNING SERVICES

West brings you an expert planning and content team that can project-manage your entire event lifecycle. We'll work with you to develop the best strategy to engage your attendees and achieve your goals. Through the development of a strategic plan, we will create the right content to reach your audience at the right time to drive participation and repeat engagement. We can design and create your venue, ensuring a unique, high-impact attendee experience. We'll handle sponsorship programs and manage partner participation in vendor showcases, presentations, etc. After the event, we can manage your reporting and analysis, providing the data you need for effective evaluation and follow-up.

## DO YOU WANT A BIGGER, BROADER AUDIENCE FOR YOUR EVENTS?

### AUDIENCE ACQUISITION/PROMOTION SERVICES

No one size fits all when it comes to marketing strategy and planning. This is true for online programming as well. Our team will work with you to create a marketing plan that drives acquisition, registration and attendance to the scale your initiative requires, integrating multi-channels as needed—from email blasts to social media to online promotion.



“Our West team was excellent. They provided guidance, sound planning and tremendous support before, during and after the live day. Our web event was a big success.”

*Lance Dublin  
Learning Consultant*

## CONTENT DEVELOPMENT SERVICES

Our team will help you identify the right content for your target audiences and produce it in an impactful and engaging way. We'll work with you on scriptwriting, video production, brochure content and design, and whitepaper development. Your brand look and feel will be integrated across all deliverables, from platform design to marketing and sales pull-through.

## DO YOU WANT TO LEVERAGE SOCIAL MEDIA TO AMPLIFY YOUR RESULTS?

### SOCIAL MEDIA SERVICES

West can bring the social media presence around your event to a whole new level—with corresponding increases in engagement and results. We can help your sales team use Social CRM to become stronger “relationship managers,” through training and social enablement materials. We can drive registrations by employing social listening to inform and generate real-time content marketing, based on trending topics and conversations, and native advertising and paid media can drive social shares and click-throughs to event registration. We can promote your event on multiple networks to maximize results for both. And we can connect you with industry influencers for your immediate event, as well as open the door for long-term coverage of your products.

### OPTIMIZE YOUR EVENT WITH THE FOLLOWING SERVICES:

- Audience Engagement
- Content Management
- Project Management
- Promotion
- Reporting and Analysis
- Social Amplification
- Sponsor and Showcase Management
- Strategy Development
- Venue Creation

## ROUND OUT THE EXPERIENCE WITH WEST'S WEB EVENT SERVICES OFFERINGS FOR EVENT EXECUTION.

**EVENT MANAGEMENT:** West's Event Specialists can ensure the success and professionalism of your event. We'll handle the actual preparation and event-day logistics, including event-specific planning and scheduling of any audio and platform credentials, checklists and presenter platform training, and day-of tech support. A dedicated resource serves as your main point of contact for all event-specific deliverables—before, during and after—including rehearsals, live event moderation and report delivery.

**EVENT REGISTRATION:** A sophisticated engine that works with all event types, Event Registration automates the display of all your available events. Point your audience to this interface and streamline the process of audience sign-up, metrics gathering and increased attendance through a fully brandable experience.