

# VIRTUAL ENVIRONMENTS

CONNECT, ENGAGE, TRAIN, RECRUIT



Conduct trade shows, product launches, job fairs and any event in a customised, branded environment.

## CREATE LASTING IMPRESSIONS THAT INFLUENCE DECISIONS

Streamline content delivery, lower production costs and maintain a continuous, engaging presence. Train, promote brand awareness, expand market reach and accelerate sales.

## DELIVER TARGETED DIGITAL AND PRINT CONTENT

- Online Communities
- Councils and Roundtables
- User Conferences

## GENERATE INTEREST BY STAGING

- Trade Shows
- Road Shows
- Product Launches

## DELIVER EMPLOYEES AND PARTNER TRAINING

- Corporate Universities
- Training Programs
- Sales / Marketing Kick-Offs

## HR & RECRUITMENT

- Job Fairs
- Company Showcases
- Road Shows



**MARKET TESTED.  
CLIENT APPROVED.**

“Our virtual events reduce our expenses by 80% versus our in-person event costs. We double attendance and increase sales an average of 35%.”

*Sami Boudriga  
CGI Technologies*

## MEASURE ATTENDEE ENGAGEMENT

West's Engagement Index and Smart Reports measure behaviour, not just attendance. Metrics are presented in a centralised dashboard and detailed reports. The dedicated Microsite Analytics report tracks numbers of hits to your registration pages, registrants and attendees.

Seamlessly import attendee data into CRM and LMS systems including Eloqua™, Marketo® and Sum Total™, where it becomes actionable.

During live events, track attendee attention with automated or manual prompts.



## A BLEND OF SIMPLICITY, FLEXIBILITY AND POWER

Our virtual event specialists are available to design and manage your event. You can tailor your Virtual Environment with customisable design templates and a built-in management console.

- 13 support centres across 4 continents
- Attendee interface available in 17 languages
- Use the library of templates or design a unique experience
- Secure rehearsal links accessible only to speakers and organisers



*Easily locate and access content*

## REACH MOBILE USERS

Attendees can join via any iOS or Android device. Content is automatically optimised for each device with no special formatting required.



## SETTING THE STANDARD

Recognised for excellence in technology and service.

- Award of Excellence: Virtual Event – Business Marketing Association
- Best Advance in Technology, Virtual Classroom – Brandon Hall
- 100 Companies that Matter Most in Online Video – Streaming Media 100
- New Product of the Year – Software – American Business Awards
- Best Learning Environment – Elearning Awards



## WANT MORE INFORMATION?

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**we connect. we deliver.**

