

VIRTUAL ENVIRONMENTS

CONNECT, ENGAGE, TRAIN, RECRUIT

west

Conduct trade shows, product launches, job fairs and any event in a customized, 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 & PRINT CONTENT

- Online Communities
- Councils & Roundtables
- User Conferences

GENERATE INTEREST BY STAGING

- Trade Shows
- Road Shows
- Product Launches

DELIVER EMPLOYEES & 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 behavior, not just attendance. Metrics are presented in a centralized 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 customizable design templates and a built-in management console.

- 13 support centers 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 organizers

REACH MOBILE USERS

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



Easily locate and access content



SETTING THE STANDARD

Recognized 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



we connect. we deliver.

