

# WEBCAST ESSENTIALS

west

## OVERVIEW

Take control of your own webcasts and webinars while leveraging the most advanced features to deliver compelling and engaging events.

Webcast Essentials brings the power of webcasting within reach. Designed within a self-service module, you'll have access to all the features, metrics, branding and registration controls that empower you to schedule and host webinars on the fly.

### JUST 5 SIMPLE STEPS

1. **Schedule:** Set the day and time of your event
2. **Brand:** Incorporate logo and colour scheme
3. **Registration:** Select and customise registration template
4. **Content:** Upload, from videos to documents and presentations
5. **Publish:** Send invitations and track registrations



### INTUITIVE

- No software or hardware installations
- Voice and video transmissions included
- Full functionality from desktop, iOS and Android devices
- Up to 30,000 participants

### WANT MORE INFORMATION?

Visit [westuc.com](http://westuc.com), contact your dedicated Account Manager, or regional Webinars & Enterprise Streaming team:

NORTH AMERICA  
+1-800-232-0900

EUROPE, MIDDLE EAST & AFRICA  
[digitalmediaservicesEMEA@west.com](mailto:digitalmediaservicesEMEA@west.com)

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[dms-APAC@west.com](mailto:dms-APAC@west.com)

### CREATE AND SECURE REGISTRATION

- Select from a library of registration templates
- Capture every registrant's contact information
- Control access by blocking any domain

### MEASURE AND ACT ON PARTICIPANT BEHAVIOUR

Get a 360-degree view of attendees and seamlessly import the data into your CRM and LMS systems.

- Centralised dashboard and reporting
- Engagement Index™ and Smart Reports
- Easily import data into platforms such as Eloqua™, Marketo® and Sum Total™

### BUILT-IN TOOLS TO DRIVE ATTENDANCE

- Automated email confirmations and updates
- Register and share content via social sites
- Attendee interface available in 17 languages

