

# WEBCAST ESSENTIALS

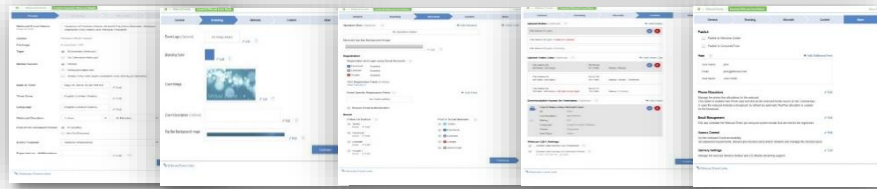
OVERVIEW

west<sup>®</sup>

Set up a webcast in a few simple steps with Webcast Essentials and enjoy all the added benefits the platform has to offer, including registration, branding, advanced metrics and more.

## SIMPLE WEBCAST SET-UP IN FIVE STEPS

Designed for simplicity, Webcast Essentials is an intuitive self-service solution that allows users to create webcasts in a matter of minutes. Simply choose a template, populate all required fields, upload your links and content and your webcast is ready to run.



SCHEDULE

BRAND

REGISTER

CONTENT

PUBLISH

In five (5) simple steps:

1. **Schedule** – an event on the day and time of your choosing.
2. **Brand** – incorporate your company logo and colour scheme.
3. **Registration** – select and customise your own registration template.
4. **Content** – upload, from videos to documents and presentations.
5. **Publish** – send invitations and track registrations.

If you need help getting started, on-demand training is available any time you want it, or when you're running a high-profile event and would like a little extra support, call on our professional Event Management team.

## Benefits of Webcast Essentials; for Live and/or On-Demand Events

- Set-up webcasts in five (5) simple steps with an intuitive scheduling wizard.
- User friendly for presenters, attendees and organisers.
- Create custom webcasts using your company brand and/or colours.
- No software or hardware installation required.
- Supports events with up to 30,000 participants, from any location.
- Analyse and report on your webcast success with robust metrics.
- Capture attendee information before your webcast even begins using the built-in registration tools.
- Ensure security and ease from any desktop or mobile device (iOS and Android).
- Predictable monthly subscription service offering the lowest price, per webcast.

## INTELLIGENT, ROBUST ANALYTICS

With Webcast Essentials you will not only know who attended your events, you will get access to enterprise-quality measurement tools such as our Engagement Index™ and Smart Reports – giving you a 360-degree view of every attendee.

You can also track behaviour inside a webcast and across multiple events and share data automatically within existing CRM or LMS systems, such as Marketo® or Sum Total™.

Everything you need to know is at your fingertips – from who registered and who attended to the questions they asked and the materials they downloaded.

## ADVANCED FEATURES

Webcast Essentials offers the most advanced set of features available at an entry-level price point, including:

- **Polls and Advanced Q&A** improve interactivity (Q&A can be turned into a Group Chat).
- **Downloadable content** makes materials accessible from your meeting.
- **Add video clips to increase engagement** – up to 5 minutes of video at no extra cost.

Built-in design templates makes it easy to create a registration microsite to **capture attendee information and ensure your event security**, no external tools required.

Attendees can register and, once inside the event, **share content from LinkedIn and Facebook**

- Multiple **automated email announcements** increase attendance.
- Accommodate **up to 30,000 attendees**.
- Brand events with your company logo and colours and make them more memorable.
- Attendees can **join from any Android or iOS device**.
- Present using telephone, **VoIP and/or webcam**, avoiding additional charges for input media.



## WANT MORE INFORMATION?

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**we connect. we deliver.**

