

# CISCO WEBEX EVENTS

ENGAGE AUDIENCES WITH HIGH-IMPACT WEB EVENTS



What if you could reach employees and sales prospects across the country or around the world without travel and venue expenses?

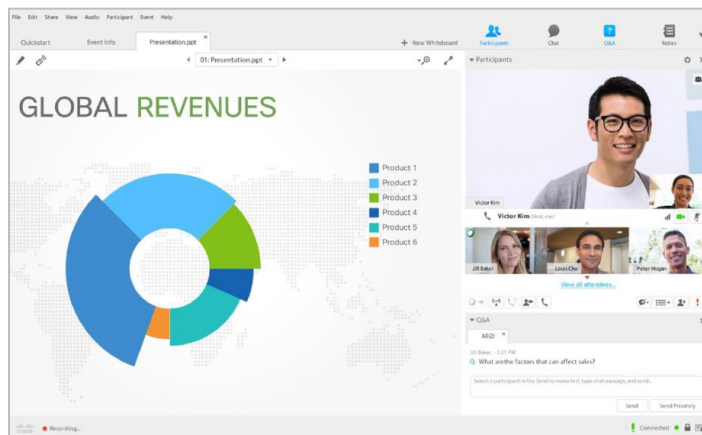
Cisco Webex® Events helps you expand your company meetings and corporate events with real-time online events and webinars to reach more attendees, reduce travel costs, and boost attendance. Webex Events also helps you market your products and services to prospective customers more effectively.



Planning an effective online event in today's flexible, collaborative environment can be extremely complex. Attendees want to register and join the event easily from any device and any location, and they expect a quality, consistent experience no matter what. Most vendors claim that a one-size-fits-all offering will suffice. But to truly meet audience expectations, stand out in a crowded webinar and event field, and ensure that messages come across to attendees, businesses require a flexible, end-to-end solution.

Cisco Webex Events helps you plan the event, engage the audience, follow up, and measure event success so you can more effectively host company meetings or market products and services to a broader audience.

Cisco Webex Events features integrated video and audio to allow participants to see and hear presenters and panelists in high resolution. Invite internal and external audiences to join events with their mobile devices such as Android, iPhone, and iPad devices, no matter where they're located. And generate revenue by accepting credit card or PayPal payments to access events and recordings, along with promotion codes to encourage faster registration.



## MANAGE CAMPAIGNS AND EVENTS FROM START TO FINISH

Take advantage of a full array of tools to manage events from start to finish. Improve attendance using automated email invitations, confirmations, and reminders.

Add attendance security to internal meetings with single sign-on (SSO) options that range from easily tagging participants to providing invitation-only access.

Register attendees with customized forms, and automatically score incoming leads with integrated lead management tools. During an event, presenters can monitor participants' attention using the attention indicator tool and identify high-value attendees. After the event, forward the event recording link to attendees and upload valuable registration and attendee information to your customer relationship management (CRM) and marketing automation systems.

## COUNT ON CISCO FOR SECURE, SCALABLE CISCO WEBEX SERVICE

Cisco Webex services are delivered on demand on the Cisco Webex platform, a global high-performance network. Cisco Webex employs a robust, multilayer security model, which includes the use of 128-bit Transport Layer Security (TLS) and 256-bit Advanced Encryption

Standard (AES) for data encryption, along with granular policy controls. Security processes are stringently audited with compliance details provided in a Statement on Standards for Attestation Engagements (SSAE) report.

## Key Features

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### PLAN AND PROMOTE

#### Automated Email Management with Personalized Templates

Send out invitations, confirmations, reminders, and follow-ups automatically. Take advantage of customizable templates for HTML or text emails.

#### Revenue Generation and Discounts

Generate revenue by requiring credit card or PayPal payments during registration to attend events or access recordings, and encourage faster adoption with promotion code discounts.

### PRESENT

#### High-Quality Video and Active Speaker

Display up to five high-quality (up to 360p) videos of the presenter and panelists. Active speaker technology automatically displays the current speaker in the main video, or you can choose to lock in on a specific panelist. Support up to 3000 participants in a non-video-enabled session and up to 500 in a video-enabled session.

#### Private Preparation Room

Provide a virtual private room in the session for presenters and panelists to practice before the event starts.

#### Multimedia Content

Speakers can share presentations, applications, whiteboards, and streaming video files, and annotate shared content in real time. Show preloaded content and play hold music while attendees wait for the event to begin.

#### Flexible, Integrated Audio

Choose from toll or toll-free global teleconference, two-way voice over IP (VoIP), or audio broadcast. With integrated audio, the host can control participants' audio and everyone can see who is speaking.

#### Threaded Q&A, Chat, Polling, and Attention Monitoring

Track and answer incoming questions from the audience using the threaded Q&A feature as seen in Figure 2. Chat privately or publicly with panelists or attendees during the event. Monitor interest with real-time polls and the attention indicator tool.

### FOLLOW UP AND CULTIVATE

#### Post-Event Destination URL

Direct attendees to a marketing URL or other destination to view or download additional product information or to contact sales.

#### Post-Event Surveys and Follow-Up Email Messages

Automatically send email messages with links to the event recording and post-event survey. View survey results in one highly secure location.

#### Score and Analyze Custom and Standard Reports

See registration and attendance information, lead scores, duration of attendance, and more using standard or customized reports. Use lead source tracking to identify your most effective sources for attendance.

**we connect. we deliver.**



### **Export to CRM and Marketing Automation Systems**

Speed sales follow-up by uploading event data, such as survey answers and registration information, to CRM and marketing automation systems, including Salesforce.com, Oracle

### **Custom Registration Questions and Lead Scoring**

Capture all registrant information, and automatically assign lead quality scores based on your own criteria

### **Promotions Throughout Your Touch Points**

Make the most of every opportunity to connect with your prospects by making promotional materials available at registration and through pre- and post-event communications.

### **Registration Management with Attendance Control**

Save time and create a smooth registration experience with automated registrant approval and customized filters. Engage your audience with high-quality video and compelling multimedia content. Maintain continuous interaction through threaded Q&A, chat, polls, and surveys.

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