

# Engage Audiences with High-Impact Web Events

Reach sales prospects and employees across the country or around the world without the travel and venue expenses. Cisco WebEx® Event Center helps you market your products and services more effectively with real-time online events and webinars. You can also use WebEx® Event Center to take your meetings and corporate events online to reach more attendees, reduce costs, and boost attendance.

“These webcasts have made a significant difference in our ability to engage with high-level management at healthcare facilities, because the webcasts tell our story in such a dynamic, accessible way.”

– Randy Lasnick, Director of Marketing, LUMEDX

## Online, Multimedia Events Extend Your Reach and Impact

Cisco WebEx Event Center makes it easy and cost-effective to enhance your reach and effectiveness with online events and meetings. Communicate with internal and external audiences on a larger scale and at a lower cost. Support your sales and marketing efforts with tools for tracking, engaging, and following up with prospects. Presenters can use multimedia to engage audiences and create memorable events, including sharing presentations, demonstrating products, and streaming video files. Speakers can also interact with participants in real time using polling, chat, and threaded Q&A. Cisco WebEx Event Center features high-quality (360p) video to allow participants to see presenters and panelists in high resolution.

## 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. Register attendees with customized forms, and automatically score incoming leads with integrated lead management tools. During an event, presenters can monitor attention using the attention indicator tool and identify high-value attendees. After the event, you can 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 WebEx Service

Cisco WebEx Event Center is easy-to-use and requires no new software or hardware, making it simple to implement and scale as your needs change. Cisco WebEx services are delivered on demand over the Cisco Collaboration Cloud, a global high-performance network. The Cisco Collaboration Cloud 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.



## Cisco WebEx Event Center Highlights

- Connect with large, geographically dispersed audiences more easily and cost-effectively.
- Engage attendees with high-quality video and compelling multimedia content.
- Easily manage web events from registration to post-event follow-up and analysis.
- Track, qualify, and cultivate leads, and merge valuable attendee information with your marketing and sales databases.
- Support up to 3000 attendees in a single event
- Mobile support provides a rich event experience from anywhere, with audio, video, and content sharing delivered across Android, iPhone and iPad devices.

# Improve the Effectiveness of Events and Campaigns

## 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.

### Custom Registration Questions and Lead Scoring

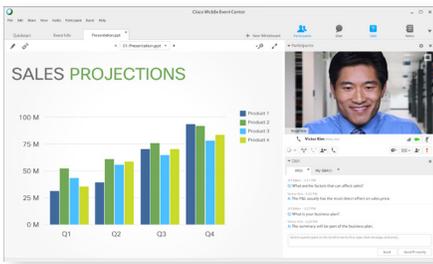
Capture all registrant information, and automatically assign lead quality scores based on your own criteria.

### 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 help ensure 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.

## 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, white boards, 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 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. 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.

### 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 On-Demand CRM, and Eloqua.

Cisco WebEx Event Center is updated regularly to meet the latest system compatibility needs. Please visit [www.webex.com](http://www.webex.com) to see system requirements.

Languages supported include Brazilian Portuguese, Chinese (simplified and traditional), Dutch, English, French, German, Italian, Japanese, Korean, Russian, and Spanish (European and Latin American).

