



For Marketing Professionals

If you're like most marketers, you're always seeking ways to generate a greater quantity and quality of leads, without going over budget. Web seminars are becoming a popular way for marketers like you to drive awareness and demand for your company's products.

"By converting to online events we saved time, reduced our costs 60-80 percent, broadened our client reach, and increased the frequency of our client events."

--- Diane Paul,
Director of
Marketing Communications,
Financial Engines

To find out more about how WebEx can help you with your marketing efforts, contact a WebEx Solutions Specialist at:

1-877-509-3239

WebEx provides everything a marketer needs to deliver cost-effective and successful online events — including event planning and promotion, delivery, post-event follow-up, and results measurement. WebEx makes it easier than ever for you to start incorporating web seminars into your marketing mix by offering a choice of three special packages. Each of these packages is tailored to match the frequency with which you plan to use web seminars in your marketing mix:

- ➔ **One-time web seminar package**
Designed for those who want to try WebEx for a particular online event
- ➔ **Multiple web seminars package**
Designed for marketers who wish to save costs by planning ahead
- ➔ **Unlimited web seminars package**
Tailored offering for marketers who need the flexibility to conduct frequent online events on an ongoing basis

All of the WebEx Marketing Solutions Packages include:

- **Event Center** - the platform designed to help marketers plan, promote, deliver, and measure results of online events
- **Your Choice of Audio Options** - use WebEx's integrated toll free audio, operator assisted toll free, or VoIP
- **Production Services** - Our Certified Producers will monitor and provide real-time assistance throughout your event
- **Presentation Studio** - enables marketers to create and deliver multimedia presentations for on-demand viewing. Presentation Studio can be used to send unique multimedia event invitations, marketing communications, and post-event follow up

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Note: Certain features and capabilities may not be available for all services. Contact a WebEx service consultant at +1.877.50.WEBEX or +1.408.435.7048 for a complete description.

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