

# Create meaningful experiences with The All New Webex Events

The events industry has gone through a rapid change over the past year, with organizations now discovering the value of adopting a hybrid event strategy. By combining in-person and virtual events, businesses can create impactful and lasting impressions on audiences.

## Benefits

- Accommodate larger audiences than before, up to 100K attendees
- Connect with large, geographically dispersed audiences more easily and cost-effectively
- Create engaging experiences with high-quality video and compelling multimedia content
- Turn spectators into participants with moderated Q&A, live chat and polling, reactions, and gesture recognition
- Easily manage web events from registration to post-event follow-up and analysis
- Generate revenue with e-commerce, and encourage attendance with promotional discounts
- Track, qualify, and cultivate leads, and merge valuable attendee information with your marketing and sales databases

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# Webex Events helps you from the offset

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The All New Webex Events transforms your company meetings and corporate events with real-time online webinars and webcasts, expanding your reach, reducing travel costs, and boosting attendance. Create professional events with peace of mind that Webex Events will ensure secure, reliable, and engaging experiences for all attendees.

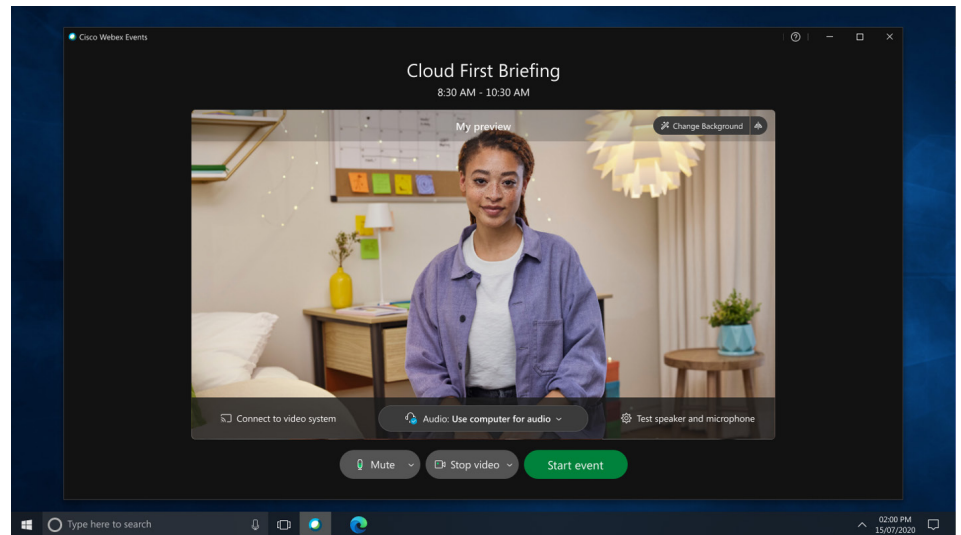


Figure 1.

Planning an effective virtual event in today's 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. However, 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.

Webex Events helps you from the offset. From planning the event, engaging the audience, follow ups, and measuring event success so you can more effectively host company meetings, or market products and services to a larger audience than ever before.

Webex Events features integrated video and audio to allow participants to see and hear presenters and panelists in high definition. This easy to use solution requires no new software or hardware, so it's no problem to implement and scale as a customer's needs change. 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.



## Improve attendance

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## Ensure security

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# Manage effective 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 score incoming leads with lead management tools. During an event, presenters can monitor participants' attention using the attention indicator tool and identify high-value attendees. After the event, you can forward the event recording link, including in MP4 format, 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

Webex services are delivered on demand on the Webex platform, a global high-performance network. 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.



## Take charge of your events

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# Key features

## Plan and promote

### Automated email management with personalized templates

Send out invitations, confirmations and reminders automatically.

## Present

### High-quality definition and active speaker functionality

Display high-definition videos (up to 720) and share high quality music of the presenter and panelists.

Custom stage layouts put you in charge of what your audience sees during the event. The view will adjust automatically when content is being shared, keeping the focus on the presentation.

### Pre-event practice session

Ensure your events run smoothly by providing a virtual private room in the session for presenters and panelists to practice before going live.

### Virtual and blurred backgrounds

You can blur your background in Webex Events using the Webex Events desktop app when using a Mac. On iOS devices, you can use blurred or virtual backgrounds in Webex Events using the Webex Meetings mobile app.

## Case Study

### LUMEDX

healthcare technology

### Challenges

- Stand out in the face of large-brand competition
- Develop a unique, interactive online program to create demand for solutions

### Results

- Online events generated over \$600K USD in opportunity sales
- Cisco Webex Events enabled LUMEDX to gain an edge over much larger competitors
- Online meetings and events helped maintain more frequent contact with over 500 clients

# Automate your event with Webex Assistant



Add the power of the Webex Assistant to your events\*



Create real-time transcriptions and event highlights

## 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. Participants can choose from a variety of different layouts focusing on what or who they need to see. They have complete control to resize the panels and windows. They can even move panels to a secondary monitor for better viewing.

## 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 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.

## Audience engagement

Add an element of fun to your event and encourage your audience members to engage throughout the event with gestures and animated reactions. You can also enable your audience to gain extra knowledge on event host, co-host and panelist with People Insights.

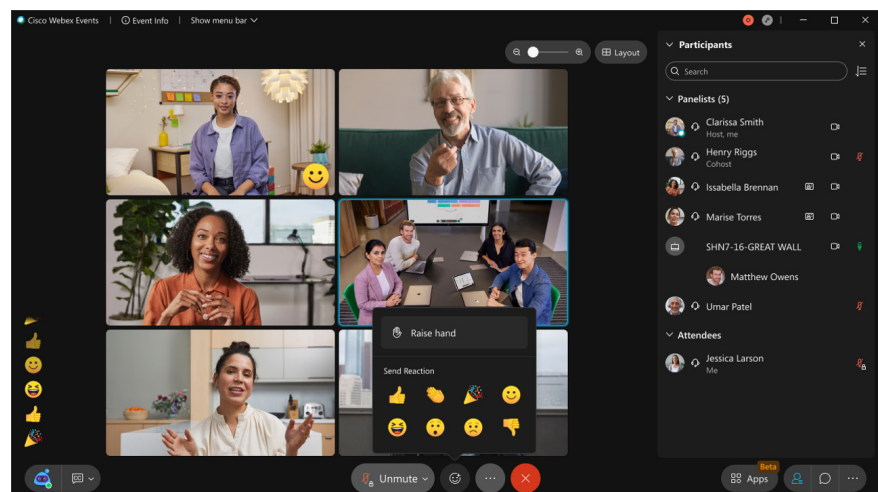


Figure 2. Gestures and animated reactions

## Expand your event reach

Reach global audiences and allow attendees from around the world to participate with real-time translations, up to 100 languages.

\* available in Webinar only



## Engage your audience

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# Follow up and cultivate

### Score and analyze custom and standard reports

See registration and attendance information, 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.

### Custom registration questions

Capture all the relevant registration information important to you with custom registration questions.

### 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 and polls.

### Cisco Webex Assist Services for events

Cisco Webex Assist producers help you every step of the way to provide smooth execution and increased ROI. Premium Assist services include a consultation and best practices advice, a dry run, in-event assistance, and post-event reports transcripts. [More information.](#)

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# Webex Events provides the features you need

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## The Cisco advantage

Webex Events is a real-time, end-to-end online event service. From planning to follow-up analysis, Webex Events provides the features you need to more effectively host company meetings and corporate events or to market products and services to target audiences around the world. In addition to removing venue costs and saving money on travel expenses, Webex Events helps boost attendance by engaging audiences with interactive content. It improves the quality of online events from a scalable and highly secure platform, and supports sales goals by increasing lead numbers. Webex services are delivered on demand on the Webex platform.

## Next steps

Learn more about Cisco Webex Events by [connecting with a solution specialist](#) or by visiting <https://www.cisco.com/c/en/us/products/conferencing/webex-events/index.html>.

Cisco Webex Events is updated regularly to meet the latest system compatibility needs. [Learn more.](#)



To see system requirements  
Please visit [webex.com](https://www.webex.com)

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