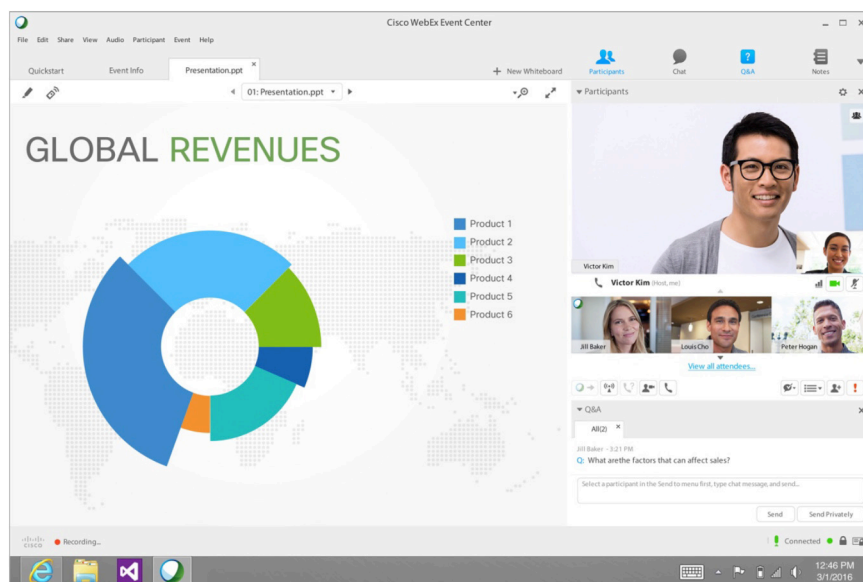


# Engage Audiences with High-Impact Web Events



What if you could reach employees and sales prospects across the country or around the world without travel and venue expenses? Cisco WebEx® Event Center 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. Event Center also helps you market your products and services to prospective customers more effectively. You can rely on secure and reliable events from the global Cisco® Collaboration Cloud.

**Figure 1.** Cisco WebEx Event Center Provides a Wide Range of Video, Audio, and Interactive Features Designed to Enhance Sales, Marketing, and Internal Organizational Communications



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 Event Center 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 Event Center features integrated video and audio to allow participants to see and hear presenters and panelists in high resolution as seen in Figure 1. The solution is easy to use and requires no new software or hardware, so it's no problem to implement and scale as your 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. And generate revenue by accepting credit card or PayPal payments to access events and recordings, along with promotion codes to encourage faster registration.

## Benefits

- 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.
- 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.
- Support up to 3000 attendees in a single event.
- Provide a rich event experience from anywhere with audio, video, and content sharing delivered across Android, iPhone, and iPad devices.

## 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, 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 Cisco WebEx Service

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.

## Key Features

### 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.

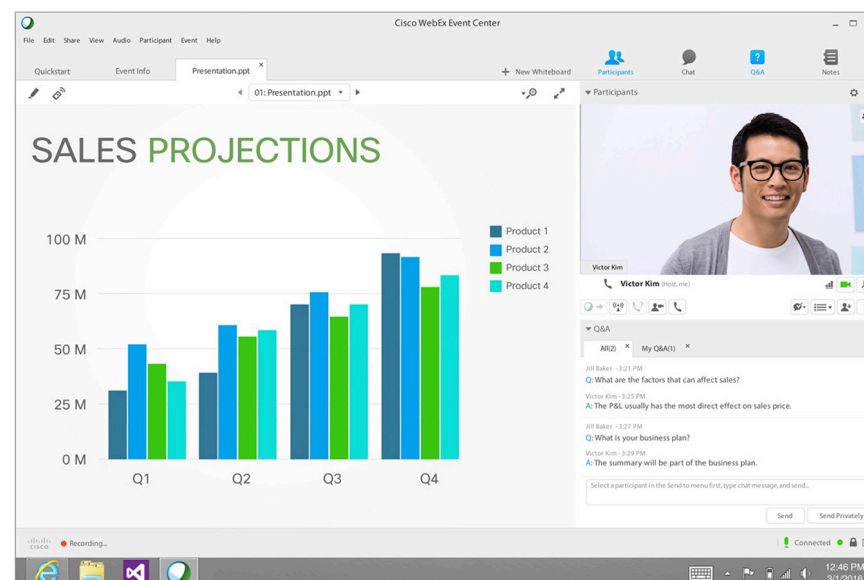
### Flexible, Integrated Audio

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.

Figure 2. Answer, Track, and Manage Audience Questions with Threaded Q&A Feature





## 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 US\$600,000 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

## 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.

### 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.

### Cisco Assist Services for Event Center

Cisco WebEx Assist producers help 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 and transcripts. For more information, visit <https://www.webex.com/products/assist-services.html#carousel-nav1-q2>.

### Cisco Capital

#### Financing to Help You Achieve Your Objectives

Cisco Capital® can help you acquire the technology you need to achieve your objectives and stay competitive. We can help you reduce CapEx. Accelerate your growth. Optimize your investment dollars and ROI. Cisco Capital financing gives you flexibility in acquiring hardware, software, services, and complementary third-party equipment. And there's just one predictable payment. Cisco Capital is available in more than 100 countries. [Learn more.](#)

## The Cisco Advantage

Cisco WebEx Event Center is a real-time, end-to-end online event service. From planning to follow-up analysis, Event Center provides the features 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, Event Center helps boost attendance by engaging audiences with interactive content, improves the quality of online events from a scalable and highly secure platform, and supports sales goals by increasing lead numbers. Cisco WebEx services are delivered on demand over the global Cisco Collaboration Cloud.

## Call to Action

Learn more about Cisco WebEx Event Center by speaking with a solution specialist at 877 409 3239 or visiting [www.cisco.com/go/webex](http://www.cisco.com/go/webex). 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.

