Event Services

OVERVIEW

Virtual Environments

Connect with your target audiences in a branded, engaging environment on the web.

Take your webcasts to the next level. Easily create and customize content and locations once and then reuse them for your portfolio of virtual conferences, trade shows, training events or road shows. Produce your own video, audio, polls, blogs, and forums in a highly compelling virtual environment that will have your audience coming back for more.

Enrich the Conversation

Virtual Environments for marketing, training and recruiting are an innovative channel to engage your customers, prospects, partners and employees. As participants don't have to board a plane or pay for a hotel, you'll find that a virtual event can cost effectively increase your reach and level of engagement.

Your attendees will be greeted by a virtual host and can view stimulating sessions, and support material while asking questions and connecting with peers and event staff. This allows you to mature your prospects without unnecessary touches.

During the event you acquire detailed information on attendee activities. When your sales team calls to follow-up, they will have all the information they need to continue the conversation.

Active Engagement

Chat, email, blogs and discussion forums are complemented by extensive social networking features. Live chat translation into 50 different languages helps bridge language barriers. Skype integration enables voice and video chat. Each attendee maintains their own virtual business card and can easily connect with others using networking and interest matching tools.

Customized Experience

Virtual Environments are easy to use with intuitive navigation and rich graphics that make participants feel at home.

Attendees register on your microsite, personalize their program and add it to their Outlook calendar. A custom greeting in the main hall encourages your attendees to explore and participate. The convenient event map allows one-click access to event areas and embedded hot links make it easy to browse topics. Online event help and support are also available from anywhere in the environment.

Rather than download individual files, attendees can fill their virtual briefcase with presentations, collateral, messages, contacts, and invitations.

What it means for you:

- Increased pipeline
- Better qualified prospects
- Wider geographic reach
- Extended branding
- More engaged customers
- Lower production cost
- Shorter time to market
- Always-On communication
- More effective distance learning
- More cost-effective recruiting

Why customers choose Us

- Best user experience
- Easiest customization
- Fastest time to results
- Persistent environment
- Universal reporting
- Custom branding
- Global capabilities
- Most experience in virtual events

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Interactive environments to connect, engage, and educate global audiences 24/365

Manage

Unparalleled in the industry, the Virtual Engagement Center is your campus for managing your entire portfolio of virtual venues, events, content, and structures.

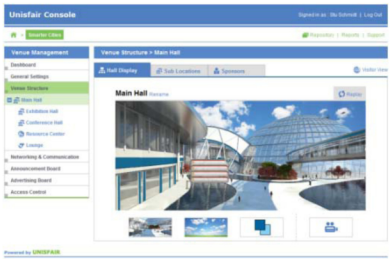
A unique, three-tier data model gives you the flexibility to quickly create new events, reusing existing components. It also lets your attendees maintain their profile across different virtual events.

Build

The Venue Builder takes creating and customizing virtual environments to a new level. The browser-based editor allows you to make and view changes in real-time, making production freeze dates a thing of the past.

Choose from an array of predefined themes in our comprehensive design catalog. Upload photos of your staff to let real people represent your company at your booth. Use your own background images to create an atmosphere that best reflects your brand in the setting of your choice.

There are many opportunities to brand the environment with your colors and logos to extend your brand. You can also apply these to your partners and create sponsorship opportunities to help fund your events.



Integrate

The Virtual Environment platform integrates quickly and easily with your CRM system. For integrated registration you can choose between Fast Access and database level integration to send the data to your other systems.

Execute

The Webcasting Studio places cost-effective, high quality audio and video webcast production at your fingertips. Start with a simple webcam or use professional video equipment. Upload your own content, integrate live polls with your presentations and use our advanced Q&A management to produce events that will impress your partners, customers and prospects.

Measure

Qualified leads are the desired outcome of many virtual events. Smart Reports are web-based and allow you to easily share contact information with your sponsors.

How You Can Use It:

- User conferences
- Trade shows
- Employee training
- Partner education
- Product launches
- Company meetings
- Partner communities
- Road shows
- Sales kick-offs
- Focus groups

We produce leads, enriched with data on attendee activity, interest and demographics. The unique Engagement Index measures the level of all three for each participant and lets you rank your leads for appropriate follow-up. And creating your own qualification criteria helps generate and rank the types of leads you or your sponsors are looking for.

Communicate

Globally aware, we support 17 languages that are automatically invoked by the attendee profile. This capability, combined with our global support team, allows Follow-The-Sun events that extend your reach to audiences around the world. Automatic live chat translation helps remove language barriers and lets your participants come together.