

Webcast Essentials

Value-priced self-service webcasts with advanced features put you in control of your communications

Ease of use, value pricing and a host of features make Webcast Essentials an attractive, affordable tool you can use every day.

It's now as easy and practical to set up a webcast as an audio conference or web meeting, and you'll enjoy added benefits such as advanced metrics, secure registration, branding and more.



Set up a Webcast in 5 Easy Steps

Webcast Essentials was designed for simplicity. The intuitive wizard streamlines the set-up process so you can create a webcast in just a few minutes. If you can click radio buttons, cut and paste, and upload links, you can set up a webcast. Choose the template,

populate the fields and your webcast is ready to run. On-demand training is available any time you want it.

There may be occasions, such as high-profile events, when you want the assistance of a professional event manager. You can add white glove managed services to any event.



Webcast Essentials for live and/or on-demand events.

- Simple set up with intuitive wizard
- User friendly for presenters, attendees and organizers
- Branding
- Robust metrics
- Advanced features
- Built-in registration tools
- Security and access control
- Value pricing to meet your usage level



Robust Analytics

It's no longer enough just to know who signed up for or attended an event, and there's no need to settle for inconclusive metrics.

Webcast Essentials provides enterprise-quality measurement tools such as our Engagement Index™ and Smart Reports that give you a 360-degree picture of every attendee.

You'll know who registered, who attended the live and archived versions, how long they stayed, when they left, what materials they downloaded, questions they asked, social media they used, who they chatted with and what they said.

Track behavior inside a webcast and across multiple events. Data can be automatically transported into a CRM or LMS system such as Marketo® or Sum Total™.



Branding

In today's competitive, highly visual world, branding and identity are critical to almost any venue, whether you're speaking to audiences inside or outside your organization. Webcast Essentials allows you to incorporate your logo and colors to customize and make your event memorable.



Advanced Features

Low cost doesn't have to mean low value. Webcast Essentials turns the pricing paradigm upside down, with the most advanced set of features available at an entry-level price point.

- Polls and Advanced Q&A (Q&A can be turned into a group chat) improve interactivity
- Downloadable content makes materials accessible from your meeting
- Add video clips to increase engagement—up to 5 minutes of video at no charge
- Registration microsite captures all attendee information, ensures security and allows you to block access by domain. The design template makes building your registration page a snap. No external tools are required
- Attendees can register and, once inside the event, share content from LinkedIn or Facebook
- Multiple automated email announcements increase attendance
- Accommodate up to 30,000 attendees
- Attendees can join from any Android or iOS device
- Present using telephone, VoIP and/or webcam, avoiding additional charges for input media



Value Pricing

Webcast Essentials is offered by subscription, based on the number of attendees you reach. You'll enjoy a predictable monthly expense and the lowest price per webcast.