

OVERVIEW

Cisco WebEx Event Center

Engage Audiences with High-Impact Web Events

Reach sales prospects and employees across the country or around the world without the travel and venue expenses. Cisco WebEx® Event Center helps you market your products and services more effectively with real-time online events and webinars.

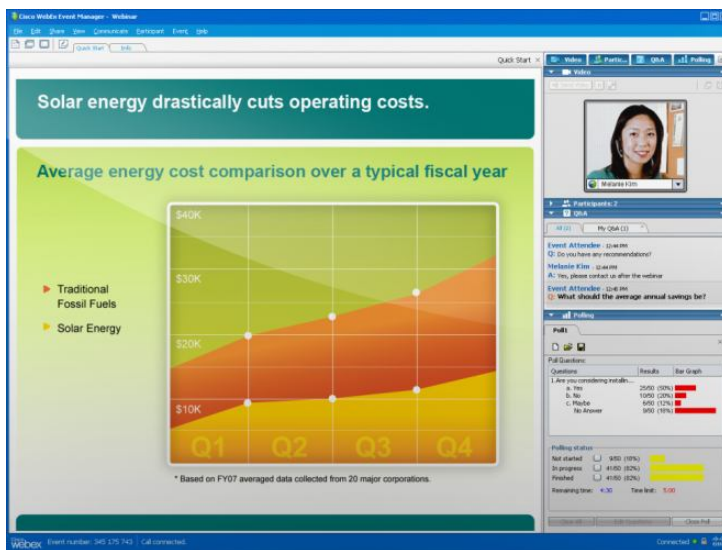


Online, Multimedia Events Extend Your Reach and Impact

Cisco WebEx Event Center makes it easy and cost-effective to enhance your reach and effectiveness with online events and meetings. Communicate with internal and external audiences on a larger scale and at a lower cost. Support your sales and marketing efforts with tools for tracking, engaging, and following up with prospects. Presenters can use multimedia to engage audiences and create memorable events, including sharing presentations, demonstrating products, and streaming video files. Speakers can also interact with participants in real time using polling, chat, and threaded Q&A. Cisco WebEx Event Center features high-quality (360p) video to allow participants to see presenters and panelists in high resolution.

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. Register attendees with customized forms, and automatically score incoming leads with integrated lead management tools. During an event, presenters can monitor 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.



Use Cisco WebEx Event Center, provided by InterCall to:

- Engage attendees with high-quality video and compelling multimedia content.
- Easily manage web events from registration to post-event follow-up and analysis.
- 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.