



Cisco WebEx Event Center Overview



Australia

1800 468 225
+61 2 8295 9000

China

10800 650 0155
+852 3073 0418

Hong Kong

800 901 603
+852 3073 0418

India

000 800 650 1158
+61 2 8295 9000

Japan

0120 941 635
+81 3 3589 1381

Malaysia

1800 801 191
+65 6415 3698

New Zealand

0800 443 589
+61 2 8295 9000

Singapore

1800 468 2255
+65 6415 3698



AAP/EDE

Deliver Compelling Webinars and Online Events

In today's business environment of tightened budgets and shrinking resources, marketing professionals are searching for ways to deliver their messages to the greatest number of the most qualified individuals. Maximizing opportunities for gathering actionable leads is at the top of many marketers' lists.

Cisco WebEx™ Event Center™, provided by InterCall, provides everything needed to deliver cost-effective and successful online events—from event planning and promotion, to delivery and post-event follow up and campaign reporting. With Cisco WebEx Event Center, you can deliver many compelling webinars or online events for less than the cost of holding just one on-site.

Rely on Cisco WebEx Event Center

- + Generate more leads to feed your sales pipeline by hosting targeted webinars for up to 3,000 attendees.
- + Automatically qualify event registrants and attendees using a customizable registration form with lead scoring capabilities.
- + Increase the frequency and relevancy of prospect communications by sending customised event invitations and follow up communications.
- + Keep attendees riveted with a full array of multimedia presentation capabilities.
- + Measure the results of programs with a user-friendly report builder.

Cisco WebEx Event Center Features

- + Streamlined join process
 - Meeting Info and Join pages are combined into one page and frequently used information such as name and email is automatically pre-filled.
 - Meeting password not required when joining from an email link.
- + Single client installer
 - Now there's a simple install for all of your productivity tools (i.e. Outlook integration, Lotus Notes integration, One-Click Meeting, etc.).
- + Integrated Audio Controls
 - Control your InterCall Reservationless-PlusSM audio conference from within the Cisco WebEx Event Center meeting interface. Please note: InterCall recommends using Operator Assisted or Direct Event for the audio portion of your event with more than 125 participants.



- + Virtual Auditorium
 - Reach large audiences through your browser and avoid venue, travel and hotel expenses. Touch more prospects more often and reduce per-lead costs.
- + Rotate Documents in landscape and portrait
 - Via the Presentation Viewer, you have the ability to rotate documents in landscape and portrait and also have additional options for document sharing and viewing for improved user experience.
- + PowerPanels™
 - Deliver full-screen views for your attendees while you manage events behind the scenes. Use floating panels to track attendee activity, respond to questions presented in chat and review poll results.
- + Easy Scheduling
 - Create meeting templates and distribution lists to quickly schedule events and invite attendees.
- + In-Session Alerts
 - Get audio and visual alerts so you can respond to attendee needs when in full-screen view mode.
- + Multimedia Content
 - Present PowerPoint® presentations complete with animations, transitions, Flash™, 3D objects and streaming video.
- + Document and Application Sharing
 - Share documents, demonstrate software and whiteboard ideas in real time.
- + Multiple Panelists
 - Bring in speakers from different locations on a single event.
- + Panelists Entrance and Prep Room
 - Panelists enter the event separately from attendees and can go to a private “practice room” for last-minute rehearsal out of attendees’ view.
- + Q&A and Chat
 - Increase interaction with a threaded Q&A feature that pairs questions with responses.
- + Personalised E-mail Templates
 - Increase attendance by creating attractive HTML or text emails using our templates. Preview email capability allows you to proof your messages before sending.
- + Automated Email Management
 - Send out invitations, confirmations, reminders and follow-up emails automatically.
- + Persistent Media Panel
 - Post speaker photos and biographies or video.
- + iCalendar Support
 - Simplify scheduling using Outlook™ and Lotus Notes™ calendar integration.
- + Polls and Surveys



- Measure event effectiveness after your presentation to gather feedback for future events. Link the results of your surveys to attendance reports.
- + Registration and Reporting
 - Customise event registration, track answers to qualifying questions then upload the results to CRM systems for fast sales follow-up. Upload pre-event materials for the attendees to view during registration.
- + Lead-Source Tracking and Automated Lead Scoring
 - Identify your highest quality and most cost-effective lead sources.
- + Record, Edit and Playback
 - Record events for reuse and review. Post seminar recordings to pull in more leads. Include select WebEx panels in to playback.
- + Cross-Platform Support
 - Welcome attendees who are using Windows (including Internet Explorer 7), Mac, Linux, Solaris and Firefox operating systems.