

WorkCast

Professional Online Events



www.workcast.co.uk

About WorkCast...

WorkCast is Europe's leading provider of cloud-based online events including webinars, webcasts, virtual exhibitions and conferences. With over 250 Global Organisations as customers, **WorkCast's** Award Winning Platform helps deliver content to drive corporate messages, marketing messages, stakeholder relations, product information, training and internal communications which can ultimately:

- ***Increase Lead Generation and Customer Interaction***
- ***Generate Revenue through Sponsored Online Events***
- ***Deliver Product Marketing Messages***
- ***Increase Interaction and Engagement***
- ***Engage and Educate your Workforce***

Solutions and Features...

WorkCast customers experience a fully branded event with features including:

- ***Fully Interactive and Moderated Online Chat***
- ***Live Q&A***
- ***Social Media Integration***
- ***Supporting Downloadable Document Section***
- ***Sponsor Links***
- ***Event Markers for the On-demand Version***
- ***Registration Forms and Email Invites***
- ***Option to View on Multiple Devices***

Our Platform...

Our **award winning platform** brings a wealth of advantages to customers wanting a professional and robust streaming delivery platform as well as high quality viewing experience and features. WorkCast's platform enables you to monitor:

- ***Event Registrations and Attendees***
- ***Daily and Cumulative Uptake***
- ***Viewing Times and Statistics***
- ***Number and Length of Sessions Attended***
- ***Responses to Chat, Questions and Polls***
- ***Supporting Documents Downloaded***
- ***Pass/fail per Module for Training***



We can also enable integration into marketing platforms such as **Eloqua** and CRM systems such as **Salesforce**.



Live & On-demand...

A *WorkCast* managed event ensures a highly professional event for attendees as well as presenters.

Our Comprehensive Process Includes:

- **Multiple Event Options:**
 - *Live event with on-demand replay auditorium*
 - *Pre-recorded content in scheduled replay (appears live) with on-demand replay auditorium*
 - *Pre-recorded content available on-demand*
- **Easy Registration Process Including One-Click Registration Forms**
- **Fully Managed Planning Sessions with Dedicated WorkCast Event Manager**
- **Hosted Live Event - Including all the Hardware and Resources to Deliver the Event**

Data: A Critical and Often Overlooked Aspect of

- **Webinars is Managing and Improving your Customer Data**
 - *Generally data from your Customer Relationship Management (CRM) system or similar will be used to invite attendees to a webinar. Data can be used for invitations, cleansed when viewers register and added to with new registrations. We also make it simple for you to import the new data back into your CRM.*
 - *Lead data is generated from email campaigns, registrations, live attendees and post event viewings. This capability allows for automated Certificate distribution for training and education*

- **Auditorium for On-demand Viewing/Post Event**

- *We create a branded playback auditorium for customer events. This provides a rich experience for anyone viewing the event.*

- **We also Provide Solutions for you to Link to**

- *this Content from your Website, Intranet and Social Media Tools*

Consider...



Fully branded single/dual window webinars...



High quality video webcasts...



Creating physical event experiences online with a virtual event...



Delivering formal or informal training online...



Creating dynamic channels of content to engage viewers for longer...

*Find out more about WorkCast event types:
www.workcast.co.uk/event_solutions*

Don't just take our word for it...

“ WorkCast provided excellent customer service and expertise, I wouldn't hesitate in recommending them as a webinar provider ,”

Amy Swain, Head of Commercial Development and Corporate Events, CBI

WorkCast

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You can view some examples of **WorkCast's** events by going to our demo channel at:
demo.workcast.net