meetingzone

CISCO WEBEX EVENT CENTER™

Interact with your audience with high profile webinars and large scale online events

MeetingZone make it easy to run large-scale events or manage webinars with WebEx Event Center.™ Specially developed features and tracking tools enable you to run online events with maximum impact and effect. Interact with attendees via online presentations and video, and work on shared content in real time. Keep your event lively and interesting with polling, threaded Q&A, and chat. Display up to five panellists at a time, or one speaker in full-screen view — all with integrated MeetingZone audio and high-quality video.

MeetingZone provide full training and support for Event Center ensuring you will get the very best from the service.

Features

- Up to 3,000 participants*
- Multimedia and application sharing
- Private preparation room
- Threaded Q&A, chat, polling, and attention-monitoring features
- High Quality video (360p) and fully integrated audio conferencing with MeetingZone

   *Advance notice required

- Customisable registration, lead tracking and campaign management with direct input to CRM systems
- Record and play back your events on-demand
- No complicated or expensive software or hardware to install
- Security, reliability and performance delivered via the Cisco cloud coupled with the MeetingZone service wrap

Easy to manage event and webinars will drive improved communication and effective campaigns.

PROMOTING YOUR EVENT/WEBINAR

Automated e-mail management with personalised templates

Send out invitations, confirmations, reminders and follow-ups automatically. Take advantage of Customisable templates for HTML or text e-mails.

Custom registration and lead scoring

Capture all registered attendees information and automatically assign lead quality scores based on your own criteria.

Promote your message at all points of contact

Make promotional materials available at registration and through pre- and post-event communications.

Easy registration

Smooth, easy registration with automated approval and customised filters.

PRESENTING YOUR EVENT/WEBINAR

High-quality video and active speaker

Display up to five high-quality (up to 360p) videos of the presenter and panellists. Active Speaker technology automatically displays the current speaker in the main video or you can choose to focus on a specific panellist. Support up to 3,000 participants in a non–video-enabled session and up to 500 in a video-enabled session.

Private preparation room

Provide a virtual private room in the session for presenters and panellists to practice before the event starts.

Multi-media content

Speakers can share presentations, applications, white boards and stream video files and annotate shared content in real time. Show pre-loaded content and play hold music while attendees wait for the event to begin.

Flexible, integrated high quality MeetingZone audio

With MeetingZone's integrated audio, the host can control participants' audio and everyone can see who is speaking. All participants get clear, reliable audio via MeetingZone's telephone bridges and can join through call-back or call in using a toll or freephone number.

Threaded Q&A, chat, polling and attention monitoring

Track and answer incoming questions from the audience using the threaded Q&A feature. Chat privately or publicly with panellists or attendees during the event. Monitor interest with real-time polls and the attention-indicator tool.

FOLLOW UP SALES OPPORTUNITIES AFTER THE EVENT

Post-event destination URL

Direct attendees to a marketing URL or another destination to view or download additional product information or to contact sales.

Post-event surveys and follow-up e-mail messages

Automatically send e-mail messages with links to the event recording and post-event survey. View survey results in one highly secure location.

SCORE, EVALUATE AND ANALYSE

Customised and standard reports

See registration and attendance information, lead scores, duration of attendance and more using standard or customised reports. Use lead-source tracking to identify your most effective sources for attendance.

Export to CRM and marketing automation systems

Speed the sales follow-up by uploading event data, such as survey answers and registration information, to CRM and other marketing automation systems.