



Deliver dynamic events with **COMPREHENSIVE CONFERENCING MANAGEMENT SERVICES.**

Verizon Customized Net Conference with Cisco WebEx Event Center

Creating a company event is filled with numerous, time-intensive responsibilities. Whether you're staging a product launch or bringing a remote sales force together, a successful event depends on your ability to effectively manage every detail. And using innovative, efficient management and delivery tools can make all the difference.

Connect with large, geographically dispersed audiences easily and cost effectively, sharing your message with more people around the globe.

Get more done, quicker than ever before. With Verizon voice, video conferencing, and collaboration solutions, your employees can accelerate response times, make critical business decisions at a moment's notice, and easily work together to accomplish more.

Customized Net Conference with Cisco WebEx Event Center can help you market your products and services more effectively through real-time online events and webinars. Our solution can help you reach more attendees, boost attendance, accelerate project cycles, and drive business growth. Plus, you can cut costs by reaching sales prospects and employees across the U.S. or internationally without added travel and venue expenses.

CREATE INTERACTIVE INSTRUCTION

With Verizon Customized Net Conference services you can share presentations, transfer files, stream media modules or live video via webcams, and even pass control to attendees to share content. Integrating with business applications like Microsoft® Office is easy via WebEx Productivity Tools which allow you to schedule and launch the Cisco WebEx Event Center session from applications you use every day. And with Verizon Instant Meeting Audio Conferencing you can control the audio and web portion of your meetings from one simple interface.

SCALE WITH THE CLOUD

Our conferencing services are delivered as Software-as-a-Service (SaaS) through the Cisco WebEx Cloud, and are easy to roll out across your organization. The Cisco WebEx Cloud is a global, enterprise network designed specifically for highly secure delivery of on-demand applications. It offers a scalable architecture, high availability, multilayer tenant security and is subject to rigorous independent audits, including SSAE-16 and ISO 27001.

Verizon Customized Net Conference with Cisco WebEx Event Center can help you:

- Reach more customers and generate more leads with online webinars

- Reserve your travel budget for meetings that require face-to-face interaction
- Manage resources more effectively, improving results while controlling costs
- Engage attendees with high-quality video and compelling multimedia content.
- Easily manage web events, making registration and post-event follow-up and analysis easier.
- Track, qualify, and cultivate leads by merging attendee information with your marketing.

TOOLS TO WORK SMARTER AND FASTER

Multimedia content. Share presentations, applications, and white boards. Stream video and annotate shared content in real time.

Document and application sharing. Distribute documents, demonstrate software, and sketch ideas on a whiteboard in real time. Create data and annotate on the fly.

Multiple panelists. Bring in speakers from different locations without paying for travel expenses.

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

Threaded Q&A, chat, polling, and attention monitoring. Track and answer questions from attendees.

Automated e-mail management. Automatically send out invites, confirmations, reminders, and follow-up e-mails using customizable templates for HTML or text emails.

Integrated telephony. Choose audio conferencing with call-in or callback options.

WebEx iCalendar support. Simplify scheduling using Microsoft Outlook® and IBM Lotus Notes calendar integration.

Take your meetings and corporate events online to reach more attendees, reduce travel costs, boost attendance, accelerate project cycles, and drive business growth.

- Extend reach and effectiveness
- Scale while controlling costs
- Quickly schedule and start meetings
- Track, engage, and follow up with prospects
- Improve attendance

Polls and surveys. Measure event effectiveness and gather feedback for future events.

Registration and attendance management. Save time and provide a smooth registration experience with automated registrant approval and customized filters.

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 draw more leads.

High-quality video and active speaker. Give your attendees a real-time visual reference through your web camera. Display up to five high-quality (up to 360p) videos of the presenter and panelists.

Cross-platform support. Host and attendees can participate from different environments: WebEx supports Microsoft Windows®, Apple Mac, Linux, and Oracle Solaris operating systems.

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

Post-event destination URL. Direct attendees to a marketing URL or other destination to view or download additional product information, or to contact sales.

Post-event surveys and follow-up email. Automatically send email messages with links to the event recording and post-event survey.

Custom and standard reports. Review registration and attendance data, lead scores, duration of attendance, and more using standard or customized reports.

Export to CRM and marketing automation. Improve follow-up by uploading event data to sales systems.

ONE COHESIVE SOLUTION

Customized Net Conference with Cisco WebEx Event Center brings voice, video, instant messaging, e-mail, and conferencing together to help you effectively manage events, enhance interdepartmental teamwork, deliver real-time communication, and get people together from the office or mobile devices.

LEARN MORE

For more information about Verizon Net Conferencing and other conferencing applications, or to discuss ways your organization can improve the way you do business by better connecting with coworkers, customers, suppliers, and the world visit e-meetings.verizonbusiness.com

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