Webcast Pro

Self or Managed Service Solutions to Broadcast Interactive Presentations

Powerful presentations that connect with and engage target audiences.

Webcast Pro delivers crystal clear audio, video, and slides for an unmatched attendee experience without requiring special hardware or software, for audiences everywhere: internal, external, local or global.

Multiple Options for Multiple Audiences

Select the options that are best for you; self-service with the intuitive, easy-to-use wizard or "white glove" managed services. Choose to pay as you go or a low-cost subscription. Use Webcast Pro standalone or integrated with other solutions such as a Virtual Conference Center or CorporateTube, our "You-Tube™-like" enterprise solution.

Detailed Analytics

Track behavior, not just attendance. Our Engagement Index™ allows you to measure audience involvement, and LinkedIn, Facebook and Google Connect integrations add demographic insights that help you score leads, assess interest and make connections. Track behavior in a single event or across multiple webcasts.

Leverage our Smart Reports with simple report configuration and easy-to-read dashboards that help you track metrics at a glance.

Data can be automatically transported to a CRM or LMS system through existing integrations with Eloqua$_{TM}$, Marketo®, Sum Total$_{TM}$ and others, becoming actionable and measurable with your current tools.

What it means for you

- Reach wider audiences
- Lower production and broadcast costs
- More engaged attendees
- Shorter time to results

Why customers choose Webcast Pro

- Multiple options for multiple audiences
- Easy to use self-service option
- Speed – set up a webcast in seconds
- 100% web based – no downloads
- Simple & powerful customization capabilities
- Advanced mobile platform
- Video webcasts with no network impact
- SSL-encrypted streaming
- Global experience and support
- Unlimited webcasting package

"Webcast Pro is a strategic part of our virtual learning efforts. Our audiences love the high quality video and the interactivity."

Celeste Mosby,
VP of Life Sciences
Wilson Learning

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Branded and Customized

Webcast Pro is designed for complete customization. Get all the features you need in a branded interface that reflects your organization's image and message.

Design a rich brand experience with logos and background images. Create detailed multi-page registration sites with multiple themes, tabs, and social media URLs to promote your event. Extend brand engagement with a customized lobby page.

Customize and schedule automated emails for registration confirmation, reminders, thank you notes, post-event follow ups and blast emails to increase attendance.

Attendee Experience

All participants need is access to a web browser to view presentations. Webcast Pro makes it easy to join from virtually anywhere without installing additional software.

When attendees register through LinkedIn, their public profile is visible and they can see any of their connections who are attending, enhancing the networking aspect of the event. LinkedIn, Facebook, Twitter and Yammer are integrated into the platform.
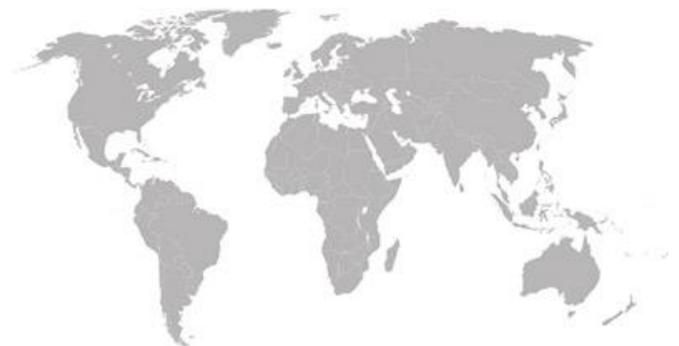

Completely Mobile

Mobile users enjoy full functionality in an immersive, finger-friendly environment. Webcast Pro features secure login, automatic bandwidth detection and adjustment, advanced polling, real-time polling results and live text Q& A chat.

Speakers can use audio, slides and/or video in any combination with confidence that all attendees will experience robust functionality and fully- branded custom elements. Your webcast dynamically adjusts to the user's device so no design accommodations are needed.

Most Powerful & Global

Supports up to 17 languages, multilingual closed captioning for over 150 languages and a content delivery network with 13 international support centers.

IDEAL FOR:

- Marketing and lead generation
- Training and eLearning
- Town hall and corporate communications events
- Product launches
- Human resources
- Investor relations

WHY WEBCAST PRO

- **Security:** secure login capabilities, along with secure infrastructure design, intrusion detection and prevention, SOP's for log review and scanning, personnel security, physical security and much more; SSL-encrypted streaming available.
- **Global:** support centers in multiple countries and offices on four continents. Automatic CDN support for real-time global distribution.