

Do great webinars and events

Yes

Reach a crowd across the country or around the world without the travel and venue expenses.

Highlights

- Help 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 customisable registration form with lead scoring capabilities.
- Help 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™, provided by Optus, allows you 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 compelling webinars or online events for less than the cost of holding on-site events.

Communicate with internal and external audiences on a larger scale and at a lower cost. Support your sales and marketing efforts with tools for tracking, engaging, and following up with prospects. Presenters can use multimedia to engage audiences and create memorable

events, including sharing presentations, demonstrating products, and streaming video files. Speakers can also interact with participants in real time using polling, chat, and threaded Q&A. Cisco WebEx Event Center features high quality (360p) video to allow participants to see presenters and panellists in high resolution.

Feature

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. A meeting password is not required when joining from an email link.
Single client installer	Now there's a simple install for all of your productivity tools (such as Outlook integration, Lotus Notes integration, One-Click Meeting).
Integrated audio controls	Control your Optus ExecutiveMEET audio conference from within the Cisco WebEx Event Center meeting interface. Please note: Optus 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 help 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 email templates	Help 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 selected WebEx panels into playback.
Cross-platform support	Welcome attendees who are using Windows (including Internet Explorer 7), Mac, Linux, Solaris and Firefox operating systems.