



# IC Streaming Marketing Webinar's

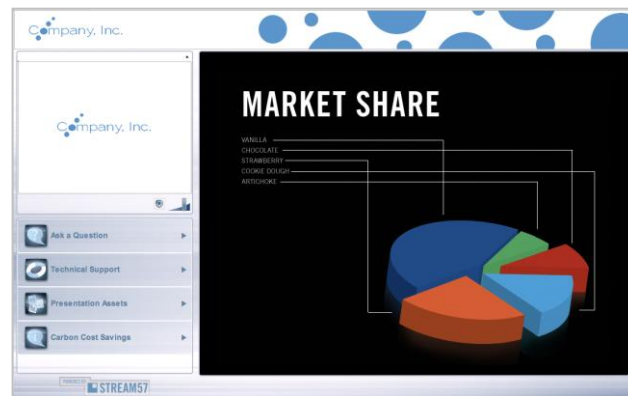


[www.intercalleurope.com](http://www.intercalleurope.com)

## A TRANSFORMATION IN MARKETING

The vice president of marketing was a little nervous. The biggest product launch in company history was kicking off this week. The sales team was eager to get selling and needed fresh new leads to get started. To help, marketing had already turned to InterCall for an easy-to-use, reliable online Webinar solution.

Later that week, current and potential clients from around the globe gathered online Webinar, using the most basic office equipment—an Internet-enabled computer—to hear industry and market experts present the latest information, share ideas and concerns and answer questions. And, they did it all from the comfort of their geographically dispersed offices



## GREATER REACH

With tighter budgets and the need to still get the word out, marketers are looking to InterCall more and more for assistance with externally-focused communication efforts. We help you work smarter, not harder. With our Webcasting solutions designed for these mission critical communications, we help you reach more people, and communicate more effectively, than ever before. You can host online seminars or Webinars, coordinate product launches and conduct press conferences all while you capture critical registration, polling, survey and report results from your audiences in an instant. You even have the luxury of recording and archiving their efforts for future use.

## DEDICATED EXPERIENCE

Your local Account Manager in conjunction with our Web Event Services team works with you to plan and execute successful events. We provide the tools to help you recruit attendees to your event, capture important registration data and present a fully customized Webinar. We can even manage design and production services to meet your rich media communications needs, as well as offer complete event management and monitoring to ensure the best possible experience for your audience and presenters.

It doesn't stop there. Even after the event, we will automatically archive and publish your event for on-demand use. Along with detailed reporting on all aspects of registration and event activity, we can provide translation and localization support as well as enhanced podcasts or CDs of your event to further leverage the use of your content.

## EMPOWERING MARKETING

Powerful. Intuitive. Collaborative. Cost-effective. What more could you ask for? Well, to top it off, our Webinar solutions are bundled in a package that includes all the features and options that make for the most effective external corporate communications. We take the guess work out of what features would be best. What's more is that our Web Event packages save you more money per event compared to purchasing the features and options on a menu-based plan.



## Included Features

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### AUDIO WEBCAST

Your live one-hour audio stream with synchronized PowerPoint® presentation, for up to 500 participants, is automatically archived and hosted for nine months. For those participants who could not join the live event, the archive will ensure that they receive the consistent message—just as if it was live.

### REGISTRATION AND REPORTING

With our standard registration package, you increase attendance and participation rate of your event with email reminders for attendees. Want to know the source of your registrants? Take advantage of our campaign referral tracking.

You will also learn more about your prospects through our registration options. These options allow you to ask the questions that can help you engage in meaningful dialog with them. All registration data is captured in your event reports for easy, real-time access.

### PARTICIPANT INTERACTIVITY

During your event you can gauge participant interest through online polling, surveys and text-based question and answer sessions. All responses are captured in your event reports which are available to you for real-time analysis. Additional documents and web sites can be linked to your event console so participants can “walk away” with your latest marketing collateral or company information.

## Upgrades Available

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### VIDEO WEBINAR

Take the next step and add video streaming to your event broadcast. Let them see you in action as you present your material.

### PREMIUM EVENT MANAGEMENT

Get extra assistance for events that require additional or complex project management and/or a full dress rehearsal.

### EXTENDED CONSOLE CUSTOMISATION

Create a look and feel for your event that fully mirrors your corporate branding.

### PODCASTS

We can also add audio or video podcasts for those who want to listen to your archive on the move.