



InterCall Virtual Environment

InterCall – the global leader in Virtual Business Environments



www.intercalleurope.com

WHAT IS A VIRTUAL ENVIRONMENT?

A virtual environment is an online environment where a virtual event takes place.

It can also be defined as an online platform whereby you execute marketing, training, sales, recruiting or any other programs to meet your business objectives.

VIRTUAL ENVIRONMENTS ARE:

- Highly interactive
- A new channel to engage with your audience 24/365
- Can be configured and run by yourself – faster and easy
- Can be used by any company

WHAT'S IN THIS VIRTUAL ENVIRONMENT?

The environment typically has multiple locations including a main hall, conference hall, exhibition hall, booths, resource center and networking lounge.

Each location is customisable in name, design, color, and overall look-and-feel.

A virtual environment look-and-feel should reflect the event scope or objectives usually determined by the event organiser.

A virtual environment can exist during an event (with a set start and end time), on-demand (period past the event date, i.e., 30/60/90 days) or perpetually (365 days/ "persistent environment").



WHEN CAN THE VIRTUAL ENVIRONMENT BE USEFUL?

Your audience is increasingly distributed & global

- company mergers & acquisitions, globalisation of business
- Studies show that with physical events you are missing out on 85% of your potential attendees

You need to deepen the bond with your customers

- it's harder to reach your customers
- Trade show attendance is down, travel budgets cut
- In the always-on world of social media customers are expecting you to give them ways to engage in a 2 way conversation (and it's not Twitter)

Your budget is limited

- Your targets increase but your budget does not keep up
- You need to find ways to reach your audience more efficiently



KEY BENEFITS INCLUDE:

- **Generate qualified leads** – visitor engagement/activity tracking within the environment provides detailed marketing data
- **Extend your brand** – beyond the event, virtual environment can exist 365/days
- **Global reach** – easy access to content from anywhere in world with internet
- **More engaged customers** – easy navigation, chat, and communication features within branded, customised environment
- **Always-on communication** – allows customers another way to reach you and each other (networking)

INTERCALL IS THE GLOBAL LEADER IN VIRTUAL BUSINESS ENVIRONMENTS

Our platform helps companies create branded and interactive virtual environments to engage, connect with and educate their audiences 24/365.

- Run your own webcast anytime you want, share your desktop, use your webcam or a high-end studio.
- Provide a destination for your customers to access content anytime and anywhere, and store it in their virtual briefcase.
- Extensive search, social media and networking make the environment a great place for your attendees to connect with your reps, SMEs, and peers.
- Chat, Skype, Blog, eMail, to connect with participants, create groups, tweet, Facebook out and update your communities from anywhere within the environment.
- Run detailed reports on demographics, behavior and interests of your attendees to generate sales-ready leads or know more about your customers every activity, every chat, every poll, every download of a datasheet can be recorded and attributed to the individual participant.
- **Award winner:**
 - The BMA B2 Awarded for the best virtual Trade Show with IBM VEC on the 1st July 2011.