

WEB SEMINAR EVENT SERVICES

CORVENT BENEFITS

- Scalable labor force
- Industry expertise
- Platform independent
- Targeted event communications
- Data capture tools
- Branded registration
- Expert media services
- Surveys, polling and demographics
- Speaker procurement
- List acquisition
- International reach
- Large event specialists
- Quick turn around
- Turnkey packages & custom services
- Email invitations, confirmation, reminders with Outlook calendar integration
- Follow-up Sorry and Thank You emails
- Attendee profiling

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Corvent Web Seminars: Flawless Execution

Corvent is your partner in planning, promoting and producing top-notch web seminars. Web seminars provide an unparalleled opportunity to reach a large, geographically disparate audience in a live, interactive forum.

Lead generation, product launches, training and more—whatever your goals are, let Corvent's team of professionals help you execute flawless web seminars.

What's Your Challenge?

Web events, when well executed, can generate highly qualified leads, reach a geographically disperse audience with dynamic content, and effectively highlight what it is that makes your organization stand out, all at a fraction of the cost of more traditional sales and marketing initiatives. But as organizations have quickly discovered, delivering a highly polished live event takes extensive behind the scenes work.

Corvent can help you if you:

- Are new to web seminars
- Need to generate qualified leads
- Have conducted web seminars in the past, but need an experienced, scalable labor source to do the "heavy lifting"
- Require specialized media services such as pre-recording, live event recording, archive editing, and publishing
- Want in-event surveys, branded registration, high touch communications, advanced, real-time reporting capabilities, etc.

Pre-Event Preparation

Every Corvent web seminar is assigned a dedicated event manager who works with you to define objectives and create a strategy to meet goals and drive ROI. This process includes a detailed program analysis that will provide insight and recommendations to eliminate risks and maximize impact.

Technology Consultation – What web conferencing technology will best suit your presentation? Because Corvent offers multiple web conferencing platforms, you have the ability to choose from your current provider or let us make a recommendation for you.

Best Practices Documentation – Through years of experience, Corvent has compiled a complete inventory of best practices.



CORVENT REGISTRATION & REPORTING

The Attendee Metrics Platform™, or AMP, is Corvent's own registration and reporting tool.

Designed first and foremost as a data capture tool, AMP collects mission-critical data for a single event or across multiple events—regardless of the web conferencing platform used.

AMP HIGHLIGHTS

- Capture qualifying information during registration
- Aggregate polling and in-event survey data
- Branded registration page and emails
- Event invitations, confirmations, reminders and follow-up
- Customized, glossy reports

AUDIO OPTIONS

- Internet Audio Broadcast (IAB)
- VoIP
- Audio Conferencing

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Pre-Event Preparation cont.

Technology Procurement – Save valuable time by letting Corvent provision your web and audio conferencing.

Event Project Management – Your dedicated event manager will manage all of your resources.

Content Review and Consultation – Have your content reviewed to ensure it effectively “translates” to the technology used for your event and creates the biggest impact.

Presenter Training – Event experts provide thorough training sessions for your presenters. Corvent will train your event team, presenters and content experts, assisting with logistical and technical aspects to guarantee a smooth live event. With role-based session, dry-runs and dress rehearsals, rest assured that your team will be ready.

Presenter Pre-Record – Occasionally your speaker can't make it to the live event. Corvent will pre-record that presentation for playback during the live event.

Live Event Assistance

Event Moderation – Eliminate the concern of managing the live event. Corvent Event Managers provide event moderation, presenter introductions, attendee instructions and Q&A management.

Presenter and Attendee Support – Corvent's team of professionals are there to assist with the technical aspects and resolve any issues that may arise.

Live Event Recording – Have your event recorded and archived to use again in the future.

Post Event Follow-Up

Event Review – Post web seminar analysis to review the event, discuss effectiveness, and ideas to carry over to your next event.

Attendee Metrics and Analytics – A variety of comprehensive, customizable reports you need to evaluate results and drive the sales process.

On-Demand File Creation – No need to outsource or find in-house talent to produce and manage on-demand recordings. From production to editing to hosting, Corvent has the media specialists to meet your needs