



“The core of the WebEx operation is people. WebEx has been a partner from day one. It’s not like we’re just another number. They have a true interest in what we’re doing here.”

— Albert Brinkman, Director of Equity Derivatives Marketing, Philadelphia Stock Exchange

## Get your message to more people faster. Stage online events using Cisco WebEx Event Center.

### Highlights:

- Reach large, dispersed audiences across platforms, firewalls, and distances.
- Cut spending for travel and venues, and make attendance easier.
- Impress and engage attendees with an interactive, media-rich experience.
- Improve attendance and results using custom registration and communications.
- Get the most from your marketing budget by tracking lead source information instantly.

Deliver all the punch of in-person events more often, at far less cost. It’s easy with Cisco WebEx® Event Center. Generate leads by marketing your products and services using targeted web seminars. Hold companywide meetings, or provide convenient training to your geographically dispersed employees, customers, and channel partners. Whatever your event goals, you’ll reach them faster with WebEx.

### Make it lively. Make it memorable.

Capture your attendees’ attention by sharing documents, presentations, and applications in real time. Add the sizzle of Flash™ 3D graphics, and streaming video. Annotate on-the-fly. Record events for later playback. Engage your audience with polling and chat features as well as annotation tools.

### Manage events easily, from start to finish.

Take advantage of a full array of tools to handle pre- and post-event details. Send automated invites, confirmations, and reminders prior to your event. Register attendees with customized forms. Take control of event action behind the scenes with powerful admin tools.

### Count on Cisco for secure, scalable WebEx service.

WebEx services are delivered on demand over the global Cisco WebEx Collaboration Cloud. No new software or hardware is required, making these services easy to implement and scale as your needs change. The WebEx Collaboration Cloud offers better than 99.99% reliability, as well as robust security, to meet your strict requirements. Your session content is never stored on our servers, and 128-bit SSL and 256-bit AES encryption ensures privacy during transmission. WebEx services are stringently audited against ISO-17799 standards with compliance details provided in a SAS 70 Type II report and other third-party security reports.

# Maximize the impact of your online events with a powerful set of features.

## Plan and Promote

### [Automated Email Management with Personalized Templates](#)

Send out invites, confirmations, reminders, and follow-ups automatically. Increase attendance using attractive templates for HTML or text emails.

### [Custom Registration Questions and Lead Scoring](#)

Capture registrant information. Assign answer-based lead scores.

### [Promotions at All Your Touch Points](#)

Make the most of every opportunity to connect with your prospects. Make promo materials, such as documents, PDFs, and video, available at registration and through pre- and post-event communications.

### [Registration Management with Attendance Control](#)

Save time and ensure a smooth registration experience. Automate registrant approval and customize the filters.

### [Multi-Event Program Creation and Management](#)

Manage your webinar series by grouping webinars easily into one program.

## Present

### [Remote Panelists and Panelist Prep Room](#)

Feature multiple remote speakers from anywhere. Provide private practice rooms.

### [Engaging Multimedia Content](#)

Deliver presentations using Flash,™ 3D objects, streaming video, and PowerPoint® with animations and transitions. Show preloaded content while attendees wait for your event.

### [Integrated Telephony with Active Talker](#)

Choose from toll or toll-free global teleconference, two-way VoIP, and audio broadcast. See who's speaking using an on-screen flashing indicator.

### [Real-Time Document, Application, and Desktop Sharing](#)

Share documents, demo software, and show ideas on a whiteboard.

### [Q&A, Chat, Polling, Attendance, and Annotation Tools](#)

Engage in Q&A privately, or with all attendees. Chat with panelists or attendees during the event. Hold audience interest with polling, chat, and annotation. Track attendee interest using the attention indicator tool.

## Follow Up and Cultivate

### [Post-Event Destination URL](#)

Direct attendees to a marketing URL, or other promotional destination, to access event recordings.

### [Post-Event Surveys and Follow-Up Emails](#)

Automatically send emails to registrants and attendees with links to recordings and surveys. View survey data in one secure location.

## Score and Analyze

### [Custom and Standard Reports](#)

See registration and attendance, and identify your best leads. Use out-of-the-box reports, or tailor reports to your needs.

### [Lead Source Tracking and Measurement](#)

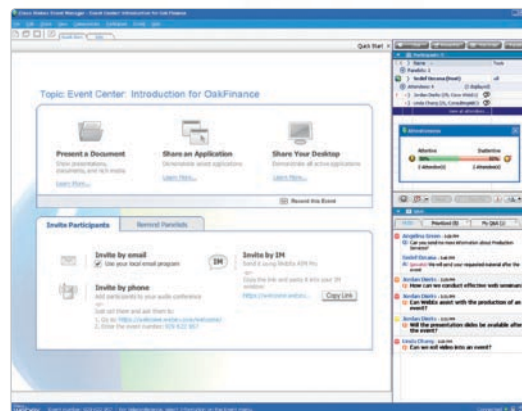
Identify your most effective sources for event registration.

### [Export to CRM Application](#)

Speed your sales follow-ups with CRM integration solutions. Upload event data—such as survey answers and registration info—to CRM systems, including Salesforce.com and Oracle On-Demand CRM.



Promote your live and recorded events. Engage your audience with impressive multimedia presentations. After your event, qualify leads and automatically score them.



Manage event activity without distracting attendees. View attendee list, monitor chat, manage video, and control audio—behind the scenes. See who's paying attention and prioritize incoming questions.

WebEx Event Center is updated regularly to meet the latest system compatibility needs. Please visit [www.webex.com](http://www.webex.com) to see system requirements.

### Languages supported:

English, Spanish, Brazilian Portuguese, French, Italian, German, Japanese, and Chinese (simplified and traditional)

Learn more about WebEx Event Center and other WebEx solutions, all from Cisco. Speak with a solution specialist at 1.877.GOWebEx (469.3239) or visit [www.webex.com/solutions](http://www.webex.com/solutions).