



“The WebEx LiveStream event doubled participation in our conferences, as half of the participants attended in person and half attended online.”

— Norren Kamal, Director of Technology,  
University of British Columbia (UBC)

## Bring your message to the world—with an extraordinary online event.

### Highlights:

- Deliver perfectly synchronized real-time video, audio, and presentation content to any size audience—anywhere in the world.
- Count on the Cisco WebEx Production Services team to take care of project management details—including video encoding, event coordination and registration, site branding and technical asset assessment.
- Take advantage of WebEx Production Services to manage all the important aspects of bringing your event to the web. Let WebEx host your recording online for on-demand playback, and you keep your event on CD for later use.
- Stage a high-impact event that lives forever.

Reach a broad audience, maximize exposure, and drive revenue using Cisco WebEx LiveStream services. Tell your story—the right way—with a WebEx LiveStream event. Stage unforgettable, professionally produced events that blend broadcast-quality video, multichannel audio, and multimedia presentations. Deliver a live message to a targeted audience in real time to:

- Hold all-hands company meetings
- Generate sales leads with engaging, interactive webcasts
- Launch new products or corporate initiatives
- Present special events or conferences for thousands

### Create a memorable experience.

Reach audiences anywhere in the world. Broadcast important events over the Internet with high quality video and content streaming. Customize a branded player to enhance your company’s image. Or set up password-protected access to deliver leading corporate initiatives—privately and securely.

### Count on Cisco WebEx expertise.

Maximize your results with a complete managed service. Take advantage of the experience of the Cisco WebEx Production Services team to bring your online event to a new level of professional presentation. Tap into the skills we’ve developed over thousands of worldwide events. Our experts will help you deliver compelling events that enhance your brand image and boost your competitive advantage.

Combine the power of a dedicated professional production services team—with the global reach of the Internet—with WebEx LiveStream.

## Bring your event to life with dynamic project management services.

Kick-off meeting	
Strategize your event. Prepare for the big day.	<p>Learn how Cisco WebEx LiveStream can maximize the impact of your event. Meet your Cisco WebEx Project Manager who will work with you to customize your needs. Discover how your Project Manager will help you determine:</p> <ul style="list-style-type: none"> <li>• Your registration fields</li> <li>• Email creation</li> <li>• Site branding</li> <li>• Your production needs</li> </ul>
Event planning	
Build your presentation. Train with the experts. Rehearse to perfection.	<p>Build and review your content. Collaborate with your Cisco WebEx Project Manager to finalize:</p> <ul style="list-style-type: none"> <li>• Invitations and registrations</li> <li>• Site branding and management</li> <li>• Technical requirements and specifications</li> <li>• Campaign management and lead tracking</li> </ul>
Technical rehearsal and training	
Manage behind the scenes activities.	<p>Work with your Project Manager, who will guide you through the process—both in front of your worldwide audience and with backstage technical expertise. Your project manager will:</p> <ul style="list-style-type: none"> <li>• Train and rehearse with the guidance of your Cisco WebEx Project Manager.</li> <li>• Ensure all the details are in place—from speaker headshots and biographies to how to get the most from your PowerPoint presentation.</li> <li>• Test the system with a technical dry run—ensure your presentation works properly.</li> </ul>
Event delivery	
Deliver perfectly synchronized broadcast-quality video, audio and presentation over the web.	<p>Go live. Present with backstage assistance from your Cisco WebEx Project Manager, who will:</p> <ul style="list-style-type: none"> <li>• Assist your presenters with the technology.</li> <li>• Coordinate the online Q&amp;A.</li> <li>• Start and stop the event.</li> <li>• Handle the live technical portions of the presentation.</li> <li>• Manage video acquisition.</li> </ul>
Post event	
Get expert Cisco WebEx assistance to ensure exceptional delivery.	<p>See immediate results. After the event, your Project Manager will:</p> <ul style="list-style-type: none"> <li>• Give you a web link for on demand replay.</li> <li>• Provide with detailed final reporting on viewers, campaign statistics, and lead tracking.</li> <li>• Create a CD of your recorded event.</li> </ul>