



Challenges

Efficient events depend on having the right people in the right places at the right time, with access to continuously changing information. From planning to post-event follow-up, boosting operational efficiency can improve participants' event experience and your bottom line.

- **Complex pre-event planning:** Planning sessions with agencies and event providers require hours of travel and phone calls. Sharing documents across firewalls, enabling online registration, and managing updates can be complex.
- **Visibility:** The lack of visibility into all areas of the event can hinder staff changes to avert potential problems or improve the attendee experience.
- **Difficulty in assessing impact:** It is hard to measure attendee satisfaction with sessions or to provide sponsors with good data to substantiate their marketing investments.
- **Environmental effect:** Traditional events require extensive printing and travel.

The Collaboration for Events Experience

Cisco® Collaboration solutions improve and accelerate rich personal, team, and customer experiences before, during, and after events. The Collaboration for Events experience provides you with customizable options to:

- Boost operational efficiency
- Extend the reach of an event beyond a physical venue
- Engage audiences more effectively

Using Cisco Collaboration technologies and services, you can conduct highly interactive physical and virtual events; effectively measure return on investment; expedite planning; and attract the best speakers and experts from around the world—all of which can help raise attendance and revenue.

What You Can Do

Reduce Costs

- Reduce labor and space costs by moving components of the live event into a virtual environment
- Reduce printing and onsite staff expenses by using digital signage
- Reduce printing costs by posting materials and recorded sessions using a secure video-sharing application

Improve Business Impact

- Monitor high-traffic areas and add staff where and when needed
- Use video analytics to evaluate attendee behavior and share data with sponsors
- Track, filter and reply to social media conversations and adjust the event in real time
- Save time and gain valuable insights using virtual event registration management and reporting data

Increase Productivity

- Share documents and instant messages, and use video communications between internal teams and business partners to accelerate decision making
- Enable virtual face-to-face meetings and connect from desktops or mobile devices
- Provide video transcription capabilities to quickly identify relevant information

Cisco Event Experience Solutions

Table 1: Cisco Event Solutions

	Use Case	Products
Boost operational efficiency	Reduce costs	Cisco WebEx™ events portfolio Cisco Show and Share™ video sharing application Cisco Digital Signs
	Improve business impact	Cisco WebEx events portfolio Cisco Video Surveillance and Analytics Cisco SocialMiner
	Increase productivity	Cisco WebEx Meeting Center Cisco Enterprise Instant Messaging Cisco Quad™ collaboration platform Cisco TelePresence™ collaboration portfolio Cisco Unified Communications Cisco Cius™ tablet



How to Begin

Begin enhancing event planning operations by asking yourself the following questions:

Reduce Costs

- How much travel, labor, and space cost could be reduced by virtualizing part, or all, of the event?
- How can we reduce printing through digital signage and online content access?

Improve Business Impact

- Where can we gather data for identifying sponsors' return on investment?
- How can we extend messaging through mobile devices?
- How can we monitor attendee engagement at the live and virtual event?

Increase Productivity

- Which planning teams and vendors need to collaborate?
- How many staff hours could be saved by video surveillance and analytics?
- How can we maximize staffing productivity across the event?

Case Study

Cisco Global Sales Experience

Cisco's annual sales meeting in 2009 was conducted virtually, using Cisco TelePresence and Cisco WebEx collaboration systems, IPTV, and a virtual environment. The meeting was extended in advance of the actual event schedule with an alternate reality game and a content repository to stimulate participation. Cisco reduced event costs by 86 percent and increased attendance by 18 percent. The virtual event also enabled travel time savings of US\$19 million. Sessions were rated as high or higher than past in-person events, while participants enjoyed expanded access to content and were able to interact with presenters more easily.

Call to Action

For more information, visit www.cisco.com/go/collaboration4events.