Effortlessly transition your physical event to a virtual event
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Webex Events

Introduction

There’s nothing like a live event to share knowledge, train employees, engage customers, and spark connections with people from around the world. But it’s not always possible to bring people together in person.

What if you could reach employees and sales prospects across the country or around the world without travel and venue expenses, and keep everyone in the social distancing parameters?

Cisco Webex has virtual event solutions that can expand your company meetings and corporate events, from anywhere, in real time so that you don’t miss a beat. Virtual events can help you reach more attendees, reduce travel costs, and provide an engaging experience.

When you were making your fiscal year plan, becoming a master in hosting virtual events was probably not one of your goals. But here we are with virtual events becoming the best option for keeping your customers informed.

Keep reading to learn how you can host a virtual event that keeps the magic of live events going in a virtual setting.
Choose the right virtual event solution

Choosing the right event platform will play a large role in the success of spreading your message. Before you decide which solution is best for your event, consider a few questions:

1. How many people are coming to your virtual event and what roles will they have?

When planning a physical event, a factor in which venue you choose is your expected number of guests and the roles they will have. The same thought process applies for a virtual event. Some virtual event software platforms only let a limited number of people join and give everyone the same amount of control.

- **Up to 1000**: Choose Webex Meetings
- **Up to 3000**: Choose Webex Events
- **3000 or more**: Choose Webex Events plus Streaming

**Attendees**: the people eager to hear your message

**Host**: the person who opens/closes the event, introduces the panelists, reviews the event agenda, and is responsible for transitioning between event segments

**Panelists**: the subject matter experts of your event topics. These people will be the ones delivering the core message.
Webex Events

2 How will attendees join?

It doesn’t matter if your hosts, panelists, or attendees are located all over the world. If everyone has Internet connection and your attendees are able to get online, then you’ve got everything you need to host a virtual event.

It is important to think of the experience that your event staff and attendees will have when using the platform. You want the event to be as easily accessible as possible. Webex® Events allows the hosts, panelists, and attendees to join the event from any device such as a tablet, cell phone, laptop, or desktop.

Any device

Webex Room Devices

Hosts and panelists will have the optimal experience if paired with a Cisco® collaboration room endpoint, such as Webex Desk Pro or Webex Board 55.
Another thing you would normally consider when event planning is the type of access everyone has. Can anyone attend and listen? Is this event by invitation only? Is it for an internal or external audience?

Streaming or broadcasting your event means that people on a public network can access your event. Steaming capabilities allow for your audience to be infinite. Webex Events has partnered with companies like Vbrick, Facebook, LinkedIn, and Twitter to allow companies to spread their message as broadly as possible.

Webex Events allows for you to set up your meeting for registered, approved attendees only or host an open event with anonymous attendees and a public social media event link.

Private event
Invite only, possible paid registration, unique access code

Public event
Anyone can join, live broadcasting link available on social media
Webex Events

How will you engage with your attendees?

What level of interaction do you want your audience to have? Whether your audience is attending to simply consume information or to ask questions and converse with the panelists, Webex Events has you covered.

Live chat
Live Q&A
(Written or verbal) allows for real-time conversations
Live polls

Provide a great experience, reach your sales and marketing goals, and make sure your message comes across effectively. Consider the points of view of your attendees, panelists, and event hosts.
Manage your campaigns and events from start to finish

Webex Events lets you take advantage of a full set of tools to manage events from start to finish so you can connect large audiences anywhere in the world, better and more cost-effectively, in the public or private format you choose. Learn more about managing Cisco Webex Events.
Follow-up and post-event cultivation

Keep the momentum going after your event ends with surveys and tracking to nurture leads.

- **Guide participants to post-event content**: Direct attendees to a marketing URL or other destination where they can get more product information or contact sales.

- **Follow up with surveys and emails**: Automatically send email messages with links to the event recording and post-event survey. You can view all survey results in one secure location.

- **Track your success**: Score and analyze registration and attendance information, leads, duration of attendance, and more with standard or customized reports. Use lead-source tracking to learn about your most effective sources for attendance.

- **Export to CRM and marketing automation systems**: Speed sales follow-up by uploading event data, like survey answers and registration information, to your CRM and marketing automation systems, including Salesforce.com, Oracle On-Demand CRM, and Eloqua.

- **Learn more about your audience and leads**: Capture all registrant information, and automatically assign lead quality scores based on your own criteria.
Ready to move forward?

If you’d like to learn more about Cisco Webex Events, speak with a solution specialist at 877.409.3239 or visit webex.com.

Not sure if your systems are compatible?

Cisco Webex Events is updated regularly to meet the latest system compatibility needs. Visit webex.com to get system requirements.

Learn more
Need help?

Cisco Webex Assist Services for events

Cisco Webex Assist producers help you every step of the way to provide smooth execution and increased ROI. Take advantage of premium services like a consultation with best practices advice, a dry run, in-event assistance, and post-event reports and transcripts.

Get help