

Expand the reach of your message to **tens of thousands** of participants with a professionally produced webcast.

- Deliver perfectly synchronized real-time video, audio, and content to any size audience
- Provide content that can live on-demand long after the live event has ended
- Deploy as a standalone webcast or as an integrated component to a larger virtual event
- Cost-effectively conduct all-hands company meetings, brief analysts, or launch new products



Service Description	WebEx Webcasting Audio Broadcast	WebEx Webcasting	WebEx Webcasting with eCDN Support
<b>All Packages Include Lifecycle Assist</b>			
<b>Pre-Event Project Management</b>	L-WBX-WCAST-AUPKG	L-WBX-WCAST-VIDPKG	L-WBX-WCST-HICVID
<b>Cisco Spark Space:</b> Coordinate real time via Cisco Spark with your Project Manager for webcast planning and preparation		✓	✓
<b>Kick off meeting:</b> Initial meeting with PM to discuss event requirements.		✓	✓
<b>Project Plan:</b> Outline of Event Plan, next steps and action items	✓	✓	✓
<b>Planning Meetings:</b> Your Project Manager will meet with you and your webcast team as needed to develop your webcasts needed <ul style="list-style-type: none"> <li>• Define communications plan around the webcast</li> <li>• Report on advance registrations, track to webcast marketing channels and communications</li> <li>• Develop branded webcast interface for participants with appropriate feature set for requirements</li> </ul>	1 included	2 included	3 included
<b>Presenter Training:</b> Familiarize your speakers with the presenter interface and the most effective tools to communicate their message and engage with the audience.	✓	✓	✓
<b>Technical Rehearsal:</b> Validate connectivity, bandwidth, and equipment at your venue prior to the live event day with a streams up technical rehearsal and end to end testing	✓	✓	✓
	1 hour included	1 hour included	1 hour included
<b>In-Event Support</b>	L-WBX-WCAST-AUPKG	L-WBX-WCAST-VIDPKG	L-WBX-WCST-HICVID
<b>Pre-conference:</b> Connect with your Project Manager and technical team prior to the webcast going live for the audience for final technical checks, signal acquisition, required updates and questions	✓	✓	✓
	.5 hour included	1 hour included	1 hour included
<b>Live Event (90 minutes of live event time and 1000 attendees included.)</b> Your Project Manager will be online with you throughout your webcast to ensure an optimal experience for presenters and attendees: <ul style="list-style-type: none"> <li>• Validates the presenters' connections, audio and video streams and starts the broadcast</li> <li>• Monitors webcast performance and responds to technical questions from the audience</li> <li>• Records the webcast for on-demand viewing (as required)</li> </ul>	✓	✓	✓
	1.5 hours included	1.5 hours included	1.5 hours included

<ul style="list-style-type: none"> <li>Manages additional features such as polling, group chats, pre-recorded video playback, testing and attention monitoring</li> <li>Closes the broadcast and prepares the recorded archive</li> </ul> <p><b>Purchase of additional SKUs required to extend duration or add attendee capacity.</b></p>			
<b>Post Event Support</b>	<b>L-WBX-WCAST-AUPKG</b>	<b>L-WBX-WCAST-VIDPKG</b>	<b>L-WBX-WCST-HICVID</b>
<b>Recording:</b> Your Project Manager will provide a light edit on the webcast recording and provide the link for the hosted stream (12 months hosting included). MP4 recordings for off-platform viewing are also available.	✓	✓	✓
<p><b>Reporting &amp; Debrief:</b> Your Project Manager will follow up with you to discuss the webcast outcomes and provide reporting on the webcast.</p> <ul style="list-style-type: none"> <li>Reporting on registration vs. actual attendance, audience demographics, trends noted</li> <li>Additional reporting as required for Professional Development/Continuing Education credit tracking</li> <li>Reporting on participant activity during the webcast: questions asked, chats sent, poll responses</li> <li>Debrief meeting to discuss the reporting results, observations for any future improvements</li> </ul>	✓	✓	✓
<b>Options</b>	<b>L-WBX-WCAST-AUPKG</b>	<b>L-WBX-WCAST-VIDPKG</b>	<b>L-WBX-WCST-HICVID</b>
<p><b>SKU: L-WBX-WCAST-ADDAV</b>  <b>Use For:</b></p> <ul style="list-style-type: none"> <li>Additional Event Time</li> <li>Advanced Editing Time</li> <li>Additional Attendees</li> </ul>	Hourly Charge	Hourly Charge	Hourly Charge
<b>Key Technical Features and Specifications</b>	<b>L-WBX-WCAST-AUPKG</b>	<b>L-WBX-WCAST-VIDPKG</b>	<b>L-WBX-WCST-HICVID</b>
<b>Multicast / eCDN setup &amp; testing for large scale internal video events</b>	N/A	N/A	✓
<b>Video Source:</b> (Encoder, VCU, Telepresence)	N/A	✓	✓
<b>Audio Broadcast and Slides</b>	✓	N/A	N/A
<b>Large Audience Requirements:</b> Additional attendees up to 40,000 can be added to each package	Up to 3,000 attendees included	Up to 1,000 attendees included	Up to 1,000 attendees included
<b>Multiple presenters in remote locations on video</b>	N/A	✓	✓
<b>Multiple presenters in remote locations on audio-only</b>	✓	✓	✓