Engage Audiences with High-Impact, Secure Web Events

Cisco WebEx Event Center: A FedRAMP℠-Authorized Service

Cisco WebEx Event Center: A FedRAMP-Authorized Service allows you to:

- Securely collaborate with large, geographically dispersed audiences including constituents, internal teams, and with other government agencies.
- Make events truly engaging and productive with integrated high definition video, audio, and content sharing delivered across Android, iPhone, and iPad devices.
- Easily manage web events from registration to post-event follow-up and analysis.
- Save time and take full advantage of resources by bringing people together without the need for travel
- Stay connected anywhere with a rich web event experience even on your mobile device
- Support up to 3000 attendees in a single event.
  - 500 two way PSTN connections
  - 500 two way VoIP connections
  - 2000 Audio Broadcast stream connections
- Feel confident that U.S. Government data is contained in U.S. Data Centers which are accessed by U.S. citizens only

Deliver your message across the country or around the world without the travel and venue expenses. Cisco WebEx® Event Center: A FedRAMP℠-Authorized Service helps you engage constituents, internal teams, and other government agencies worldwide with real-time online events and webinars. Use it to take your in-person meeting and events online to reach more attendees, reduce costs, and boost attendance.

Examples? Glad you asked. Use Cisco WebEx Event Center: A FedRAMP-Authorized Service to:

- Inexpensively communicate your government services by hosting events with your constituents. If, for example, you're in a healthcare agency, you could easily reach out to healthcare providers and/or consumers across any geography.

- Reach your specific audience. You can engage with each stakeholder and deliver your targeted message. One message to the Inventors, another to Attorney's and another to examiners. Use Registration and survey options to gather feedback before and after the Event.

- Or maybe your agency works with universities and the science community. If that's the case, simply convene an online panel with government experts, university subject matter experts and interested stakeholders and go at it. Reducing the need for travel helps increase attendance.

- Need to make sure your agency's messages get out to influence reaction to a trending topic? Bring in one of your experts – the commissioner of your agency, for example – and host an event that will draw a worldwide audience.

Online, Multimedia Events Extend Your Reach and Impact

As a FedRAMP-Authorized Service, Cisco WebEx Event Center makes it easy to cost-effectively extend your reach and effectiveness with online events and meetings. Communicate with internal and external audiences on a larger scale and at a lower cost. Presenters can use multimedia to engage audiences and create memorable events, including sharing presentations, demonstrations, and streaming video files. Speakers can also interact with participants in real time using polling, chat, and threaded Q&A. Cisco WebEx Event Center: A FedRAMP Authorized Service, features high-quality (360p) video to allow participants to see presenters and panelists in high resolution.

Manage Campaigns and Events from Start to Finish

Take advantage of a full array of tools to manage events from start to finish. Improve attendance using automated email invitations, confirmations, and reminders. Add attendance security to internal meetings with single sign-on (SSO) options that helps facilitate multi-factor authentication requirements and range from easily tagging participants to providing invitation-only access. Register and automatically score attendees with customized forms. During an event, presenters can monitor participants' attention using the attention indicator tool and identify high-value attendees. After the event, you can send the event recording link to attendees, and upload valuable registration and attendee information to your customer relationship management (CRM) and marketing automation systems.

Count on Cisco for Highly Secure, Scalable, and Reliable Service

Cisco WebEx web conferencing solutions help reduce costs and improve efficiency. As a FedRAMP-Authorized Service, Cisco WebEx Meeting Center is delivered as software as a service (SaaS) through the Cisco Collaboration Cloud, and is easy to roll out and scale as your organization grows. The Cisco Collaboration Cloud is an enterprise-scale network designed specifically to provide highly secure on-demand conferencing capabilities. It offers a scalable architecture, consistent availability, and multilayer security which is validated and continuously monitored to the rigorous government standards of FedRAMP. Additionally, Cisco WebEx service datacenter operations holds SOC 2 Type II attestation and ISO 27001 compliance.

The Importance of FedRAMP

The Federal Risk and Authorization Management Program (FedRAMP) provides a cost-effective, risk-based approach for the adoption and use of cloud services by U.S. government agencies. FedRAMP processes are designed to assist federal government agencies in meeting Federal Information Security Management Act (FISMA) requirements for cloud systems. By standardizing on security assessment, authorization, and continuous monitoring for cloud products and services, this program delivers costs savings, accelerated adoption, and increased confidence in security to U.S. government agencies that are adopting cloud technologies. To learn more about FedRAMP, visit fedramp.gov.

Plan and Promote

Automated Email Management with Personalized Templates
Send out invitations, confirmations, reminders, and follow-ups automatically. Take advantage of customizable templates for HTML or text emails.

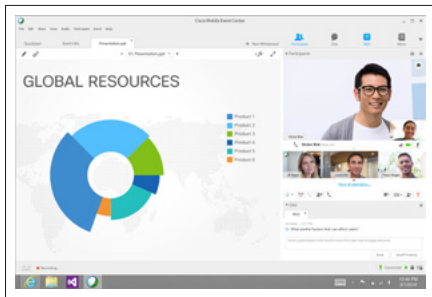### Custom Registration Questions and Atteendee Scoring
Capture all registrant information, and automatically assign attendee quality scores based on your own criteria.

Promotions Throughout Your Touch Points
Make the most of every opportunity to connect with your attendees by making content available at registration and through pre- and post-event communications.

Registration Management with Attendance Control
Save time and create a smooth registration experience with automated registrant approval and customized filters. Engage your audience with high-quality video and compelling multimedia content. Maintain continuous interaction through threaded Q&A, chat, polls, and surveys.

Content Sharing During a Meeting

Present

High-Quality Video and Active Speaker
Display up to five high-quality (up to 360p) videos of the presenter and panelists. Active Speaker technology automatically displays the current speaker in the main video, or you can choose to lock in on a specific panelist. Support up to 3000 participants in a non-video-enabled session and up to 500 in a video-enabled session.

Private Preparation Room
Provide a virtual private room in the session for presenters and panelists to practice before the event starts.

Multimedia Content
Speakers can share presentations, applications, whiteboards, and streaming video files, and annotate shared content in real time. Show preloaded content and play hold music while attendees wait for the event to begin.

Flexible, Integrated Audio
Provide an interactive meeting experience with Cisco WebEx Audio, with toll or toll-free call-in or call-back (max. 500 users). Or give attendees the option to connect using voice over IP (VoIP) on their computer or mobile device. Wideband audio support using VoIP provides outstanding audio quality – even over low bandwidth networks. With integrated Audio host can control participant's audio from within WebEx.

Threaded Q&A, Chat, Polling, and Attention Monitoring
Track and answer incoming questions from the audience using the threaded Q&A feature. Chat privately or publicly with panelists or attendees during the event. Monitor interest with real-time polls and the attention indicator tool.

Follow Up and Cultivate

Post-Event Destination URL
Direct attendees to a post event URL or other destination to view or download additional information or to contact the meeting organizer.

Post-Event Surveys and Follow-Up Email Messages
Automatically send email messages with links to the event recording and post-event survey. View survey results in one highly secure location.

Score and Analyze Custom and Standard Reports
See registration and attendance information, lead scores, duration of attendance, and more using standard or customized reports. Use lead source tracking to identify your most effective sources for attendance.

Export to CRM and Marketing Automation Systems
Speed follow-up by uploading event data, such as survey answers and registration information, to CRM and marketing automation systems, including Salesforce.com, Oracle On-Demand CRM, and Eloqua.

For More Information
Learn more about FedRAMP-Authorized Services from Cisco at cisco.com/go/fedramp, email to COLLAB-USGOV@cisco.com, or contact your Cisco representative.

Cisco WebEx Event Center is updated regularly to meet the latest system compatibility needs. Please visit webex.com to see system requirements.

Languages supported include Brazilian Portuguese, Chinese (simplified and traditional), Danish, Dutch, English, French, German, Italian, Japanese, Korean, Russian, Spanish (European and Latin American), and Turkish.