

# Cisco WebEx Webcasting

Take the risk out of your event with lifecycle production assists. Scale your webcast up to 40,000+ participants. Get help from experts to run engaging events smoothly and successfully.

## Product Overview

Producing any event, whether it's a virtual town hall, global training, or an investor meeting, comes with its own unique set of challenges. Often budgets are tight, audiences are geographically dispersed, and messages are complex. But with the high cost and long planning cycles of physical events, virtual events offer real benefits.

For these reasons, webcasts are becoming increasingly popular. But choosing the right webcasting platform is crucial to a seamless deployment. Often you have only one chance to get it right. Allow us to assist in providing a solution that enables you to host an engaging webcast event that will change the way you do business forever.

Cisco WebEx<sup>®</sup> Webcasting provides your organization with the critical expertise needed to make your next virtual event successful. Together, we'll construct a personalized execution plan that meets your full requirements—before, during, and after your event. Engage our dedicated team of Cisco experts early in the planning and design process to quickly realize the greatest value. Our qualified team will help you establish a clear project plan, help you organize content and delivery options, and make sure everything is in place to implement a successful live or on-demand event that will meet your business objectives.

## Features and Benefits

**Table 1.** Pre-Event Features

Feature	Benefit
<b>Review of best practices and pre-conference support</b>	Expert guidance and planning to ensure your event is engaging and addresses your key business requirements
<b>Registration options</b>	Producers take care of the registration details and make sure your attendees are informed and reminded about your key event
<b>Teleconference setup</b>	Producers will offer telephony options for your event and help with setup
<b>Dry run and technical dress rehearsal</b>	Run through technical details with a Cisco WebEx producer, review best practices, and get instruction on how to demonstrate, start polls, etc.
<b>Branded player</b>	Customize your webcast experience using your brand for all attendees to see

**Table 2.** Live Event features

Feature	Benefit
Live event support	Producers will be on deck to assist with technology, coordinate online Q&A, start and stop the meeting, handle live technical portions of the presentation, and manage video acquisition
Meeting moderator	Professional introductions and meeting facilitation
Event recording	Deliver your event recording on demand so your event and content extend beyond your live day
Video streaming and slide share	High-quality video and content sharing
Chat, Q&A, polling	Use chat, ask questions, and poll during your webcast to drive attendee engagement and collect valuable metrics and information
Length and size	Up to 90 minutes in length and 1000 attendees

**Table 3.** Post-Event features

Feature	Benefit
Feedback and survey	Ask participants for their feedback with custom-made surveys
Key learnings, metrics, and reports	Provide detailed reporting on viewers, campaign statistics, and lead tracking
Event recording	Remove pre- and post-event footage. Post for on-demand playback.
On-demand viewership	Unlimited on-demand viewers
Hosting	Host the post-session recording for 12 months for users to access on demand

## Prominent Features

Deliver perfectly synchronized real-time video, audio, and content to any size audience

- Cost-effectively conduct all-hands company meetings, brief analysts, or launch new products
- Provide content that can be viewed on demand long after the live event has ended
- Integrate with your video systems to extend the reach to attendees beyond your video system

## Ordering Information

To order, please visit

[https://www.cisco.com/c/dam/en\\_us/about/doing\\_business/legal/service\\_descriptions/docs/webcasting-offer-description.pdf](https://www.cisco.com/c/dam/en_us/about/doing_business/legal/service_descriptions/docs/webcasting-offer-description.pdf).

## Cisco and Partner Services

Cisco Capital<sup>®</sup> can help you acquire the technology you need to achieve your objectives and stay competitive. We can help you reduce CapEx. Accelerate your growth. Optimize your investment dollars and ROI. Cisco Capital financing gives you flexibility in acquiring hardware, software, services, and complementary third-party equipment. And there's just one predictable payment. Cisco Capital is available in more than 100 countries. [Learn more.](#)

## Custom Call to Action

For more information, visit <https://www.cisco.com/go/webex>.




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