



EventCentre™



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Deliver Compelling Webinars and Online Events

In today's business environment of tightened budgets and shrinking resources, marketing professionals are searching for ways to deliver their messages to the greatest number of the most qualified individuals. Maximizing opportunities for gathering actionable leads is at the top of many marketers' lists.

EventCentre, powered by WebEx™, provides everything needed to deliver cost-effective and successful online events—from event planning and promotion, to delivery and post-event follow up and campaign reporting. With EventCentre, you can deliver many compelling webinars or online events for less than the cost of holding just one on-site.

Rely on EventCentre

- + Generate more leads to feed your sales pipeline by hosting targeted webinars for up to 3,000 attendees.
- + Automatically qualify event registrants and attendees using a customizable registration form with lead scoring capabilities.
- + Increase the frequency and relevancy of prospect communications by sending customized event invitations and follow up communications.
- + Keep attendees riveted with a full array of multimedia presentation capabilities.
- + Measure the results of programs with a user-friendly report builder.

EventCentre Features

- + **Network Based Recording:** Record your meetings and build valuable libraries of your most important recordings. NBR can be customized to include all meeting content, including chat, presentations, and audio and video data. When you need to access your content, NBR is optimized to allow on-demand streaming and downloading of archived sessions.
- + **Integrated Audio Controls:** Control your Reservationless-PlusSM audio conference from within the EventCentre meeting interface. Please note: InterCall recommends using Operator Assisted or Direct Event for the audio portion of your event with more than 125 participants.
- + **Virtual Auditorium:** Reach large audiences through your browser and avoid venue, travel and hotel expenses. Touch more prospects more often and reduce per-lead costs.
- + **Rotate Documents in landscape and portrait:** Via the Presentation Viewer, you have the ability to rotate documents in landscape and portrait and also have additional options for document sharing and viewing for improved user experience.
- + **PowerPanels™:** Deliver full-screen views for your attendees while you manage events behind the scenes. Use floating panels to track attendee activity, respond to questions presented in chat and review poll results.
- + **Easy Scheduling:** Create meeting templates and distribution lists to quickly schedule events and invite attendees.



- + **In-Session Alerts:** Get audio and visual alerts so you can respond to attendee needs when in full-screen view mode.
- + **Multimedia Content:** Present PowerPoint® presentations complete with animations, transitions, Flash™, 3D objects and streaming video.
- + **Document and Application Sharing:** Share documents; demonstrate software and whiteboard ideas in real time.
- + **Multiple Panelists:** Bring in speakers from different locations on a single event.
- + **Panelists Entrance and Prep Room:** Panelists enter the event separately from attendees and can go to a private “practice room” for last-minute rehearsal out of attendees’ view.
- + **Q&A and Chat:** Increase interaction with a threaded Q&A feature that pairs questions with responses.
- + **Personalized E-mail Templates:** Increase attendance by creating attractive HTML or text emails using our templates.
- + **Automated Email Management:** Send out invitations, confirmations, reminders and follow-up emails automatically.
- + **Persistent Media Panel:** Post speaker photos and biographies or video.
- + **iCalendar Support:** Simplify scheduling using Outlook™ and Lotus Notes™ calendar integration.
- + **Polls and Surveys:** Measure event effectiveness and gather feedback for future events.
- + **Registration and Reporting:** Customize event registration, track answers to qualifying questions then upload the results to CRM systems for fast sales follow-up.
- + **Lead-Source Tracking and Automated Lead Scoring:** Identify your highest quality and most cost-effective lead sources.
- + **Record, Edit and Playback:** Record events for reuse and review. Post seminar recordings to pull in more leads.
- + **Cross-Platform Support:** Welcome attendees who are using Windows (including Internet Explorer 7), Mac, Linux, Solaris and Firefox operating systems.

For more information about EventCentre please visit www.intercallcentres.com and click on the EventCentre logo or contact your sales representative.