

# ATTENDEE METRICS PLATFORM

## CORVENT REGISTRATION & REPORTING

The Attendee Metrics Platform™, or AMP, is Corvent's own registration and reporting tool.

Designed first and foremost as a data capture tool, AMP collects mission-critical data for a single event or across multiple events—regardless of the web conferencing platform used.

## AMP HIGHLIGHTS

- Capture qualifying information during registration
- Aggregate polling and in-event survey data
- Branded registration page and emails
- Event invitations, confirmations, reminders and follow-up
- Customized, glossy reports

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## What is the Attendee Metrics Platform?

The Corvent Attendee Metrics Platform™, or "AMP", is an end-to-end event management application providing tools that promote web seminars, drive attendance, register and communicate with your audience, and capture important data points. AMP provides you with robust reporting tools which aggregate information across your live and on-demand seminars.

Through AMP, you can promote events online, manage the entire event process, and leverage your corporate branding while capturing business critical attendee data along the way.

## Easy Event Administration

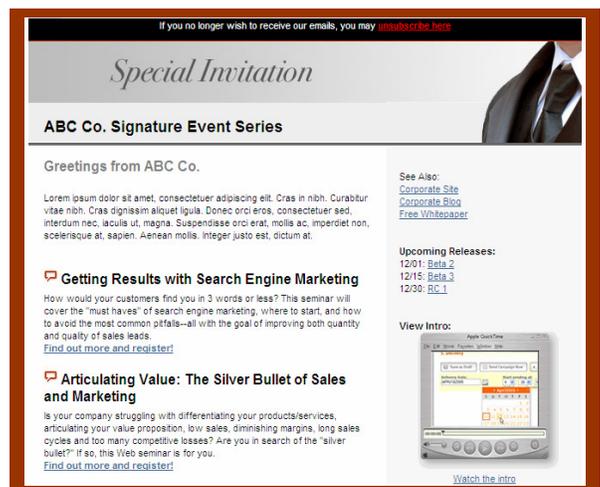
With AMP, you have a powerful tool to promote and manage your live web events, on-demand recordings or to any content you choose to post. By leveraging your corporate look and feel, AMP allows you to promote events by strategically posting them on a website specifically designed for web event management. Whether it's a single event or an enterprise solution with multiple events, AMP is the gateway to all of your live and on-demand content.

## Drive Event Attendance

Critical to the success of any web event is the ability to communicate with your audience.

Corvent's Attendee Metrics Platform gives you the ability to send email invitations, confirm registration, and send event reminders and post event "thank-you" or "sorry-we-missed-you" auto-generated emails.

AMP's turnkey email engine allows you to specify when communications are sent and how often they are sent, a key factor in the success of driving attendance to your live event or on-demand content.



## BENEFITS

- Targeted event communications
- Data capture tools
- Branded registration
- Smart Surveys
- Polling and demographics
- Email invitations
- Registration confirmation
- Event reminders
- Post-event "Thanks for attending" or "Sorry we missed you" emails
- Attendee profiling
- Platform independent
- Rich reports

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## Comprehensive Data Capture

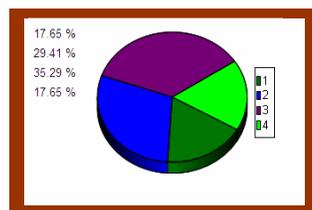
With Corvent's Attendee Metrics Platform, you no longer have to compile data across multiple touch points or worry about missing the opportunity to better qualify your audience. AMP gives you the ability to continuously survey your attendees throughout the event process and aggregate data across multiple Web conferencing and media technologies. AMP includes a "smart survey" feature that allows you to gather specific information on individual attendees at any point during the live event, on-demand playback or event communication process.

## Robust Reporting

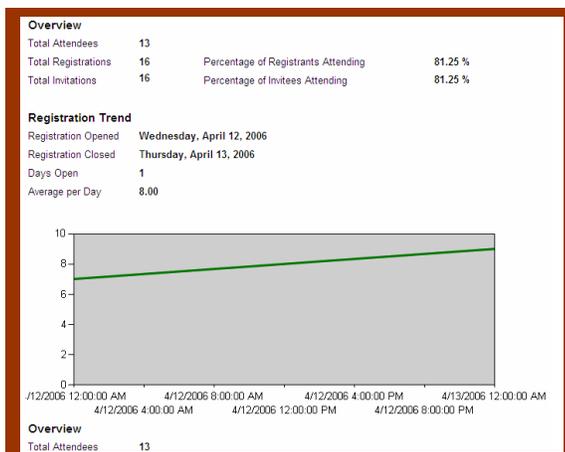
Leveraging the latest in reporting technology, AMP delivers the most robust and rich reports surrounding web events and on-demand content.

AMP provides a variety of event-based reports and gives you the ability to customize reports to meet your metrics needs. AMP delivers highly presentable reports while assembling data across

multiple web conferencing and media platforms. Data is aggregated automatically and in real-time, saving you time and resources.



AMP reports give you the information you need to know to further qualify an audience. For instance, Polling and Survey Reports allow you to identify key trends and trace survey responses to individual attendees. Download reports into the format of choice for input into your CRM.



## Technology Independent

Corvent designed AMP to interoperate with the leading web conferencing tools, on-demand media and content distribution technologies, so that your attendees interact from a single point of entry. This agnostic approach to accessing live web events and on-demand content makes it convenient for your audience and provides you a single source for your mission-critical reports.