

WEB SEMINAR EVENT SERVICES

BENEFITS

- Scalable labor force
- Industry expertise
- Platform independent
- Targeted event communications
- Data capture tools
- Branded registration
- Expert media services
- Surveys, polling and demographics
- Speaker procurement
- List acquisition
- International reach
- Large event specialists
- Quick turn around
- Turnkey packages & custom services
- Email invitations, confirmation, reminders and follow-ups
- Attendee profiling

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Corvent Web Seminars: Flawless Execution

Corvent is your partner in planning, promoting and producing top-notch web seminars. Web seminars provide an unparalleled opportunity to reach a large, geographically disparate audience in a live, interactive forum.

Perhaps you want to generate leads, launch a new product launch or further your branding efforts; whatever the case, Corvent's team of professionals guide you through the process.

What's Your Challenge?

Web events, when well executed, can generate highly qualified leads at a fraction of the cost of more traditional marketing campaigns. But as organizations have quickly discovered, delivering a highly polished live event takes extensive behind the scenes work.

Corvent can help you if you:

- Are new to web seminars
- Need to generate qualified leads
- Have conducted web seminars in the past, but need an experienced, scalable labor source
- Require specialized media services such as pre-recording, live event recording, archive editing, and publishing
- Want in-event surveys, branded registration, high touch communications, advanced reporting capabilities, etc.

Pre-Event Preparation

Every Corvent web seminar is assigned a dedicated event manager who works with you to define objectives and create a strategy to meet goals and drive ROI. This process includes a detailed program analysis that will provide insight and recommendations to eliminate risks and maximize impact.

Technology Consultation – What web conferencing technology will best suit your presentation? Because Corvent offers multiple web conferencing platforms, you have the ability to choose from your current provider or let us make a recommendation for you.

Best Practices Documentation – Through years of experience, Corvent has compiled a complete inventory of best practices.

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

AUDIO OPTIONS

- Internet Audio Broadcast (IAB)
- VoIP
- Audio Conferencing

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Pre-Event Preparation cont.

Technology Procurement – Save valuable time by letting Corvent provision your web and audio conferencing.

Event Project Management – Your dedicated event manager will manage all of your resources.

Content Review and Consultation – Have your content reviewed to ensure it effectively “translates” to the technology used for your event and creates the biggest impact.

Presenter Training – Event experts provide thorough training sessions for your presenters. Corvent will train your event team, presenters and content experts, assisting with logistical and technical aspects to guarantee a smooth live event. With role-based session, dry-runs and dress rehearsals, rest assured that your team will be ready.

Presenter Pre-Record – Occasionally your speaker can't make it to the live event. Corvent will pre-record that presentation for playback during the live event.

Live Event Assistance

Event Moderation – Eliminate the concern of managing the live event. Corvent Event Managers provide event moderation, presenter introductions, attendee instructions and Q&A management.

Presenter and Attendee Support – Corvent's team of professionals are there to assist with the technical aspects and resolve any issues that may arise.

Live Event Recording – Have your event recorded and archived to use again in the future.

Post Event Follow-Up

Event Review – Post web seminar analysis to review the event, discuss effectiveness, and ideas to carry over to your next event.

Attendee Metrics and Analytics – A variety of comprehensive, customizable reports you need to evaluate results and drive the sales process.

On-Demand File Creation – No need to outsource or find in-house talent to produce and manage on-demand recordings. From production to editing to hosting, Corvent has the media specialists to meet your needs