

# Event webcasting outcomes

## Live, high profile events



- Raise organization's profile by connecting the campus with a global audience
- Enhance recruitment and community relations
- Gain competitive advantage by meeting needs of media-savvy students and families

A west coast university landed a high-profile speaker for its commencement. The college created a commencement landing page and directed family and friends who were not able to attend on-site to that site. Graduates who participated in the ceremony could also watch again on-demand. While they had planned to broadcast the live ceremony to overflow rooms across campus, they used Sonic Foundry Event Services to take the event online providing feeds that allowed newspapers, radio stations and other local media outlets to embed the live broadcast into their websites.

## Blended conference



- Eliminate costly and time-consuming post production
- Get knowledge to the market faster
- Cultivate deeper engagement with on-site attendees after the event
- Create year-round conference marketing opportunity

A publicly-traded software company holds a user conference each year attended by more than 10,000 professionals, industry experts and company executives. During the conference, speakers present over 600 hours of training and best practices. The company sought a way to leverage the once-a-year conference event as an online resource throughout the year. By webcasting all of the sessions, the company now gives participants the ability to time-shift. They get the training they need on-site while making business contacts, and once home, attendees can return to the conference sessions online for a refresher or to watch sessions they may have missed.

## Product launch



- Reach a larger audience by taking live event online
- Reduce traditional marketing expenditures by leveraging online communities
- Leverage social media to build mindshare and brand awareness

An office supplies retailer launched a new product line with a TV personality. To leverage social media, they invited bloggers to watch an exclusive, invitation only webcast that required a username and password to access. The celebrity and company executive demonstrated the new product and took questions from the live blogger audience. During the live event, many attendees used Twitter to update their followers on what they were seeing, and after the event, those same bloggers went on to write about the product.

## All hands meeting



- Foster face time and direct interaction between management and employees
- Decrease false-starts, forgotten directives and time-consuming mistakes
- Eliminate need for employees to travel in order to get the latest information

An independent technology and market research company wanted to hold all hands meetings with its more than 1,000 global employees. Rather than relying on web collaboration software and an audio bridge, the company decided to hire Sonic Foundry Event Services to produce the one-to-many webcast, which allowed them to incorporate video. Since that first meeting, the firm has gone on to repeatedly use Event Services to webcast smaller departmental briefings among managers and directors.

## Quarterly department reviews



- Get the team on the same page more regularly
- Reduce the cost of meeting
- Increase the flow of information from corporate to the field

The head of customer service for a mobile network operator needed to conduct quarterly customer service meetings with all of the company's call centers across the United States. The purpose of the meetings is to review performance of the customer service division, discuss strategies to improve service and recognize the achievements of individuals in the call centers. Holding individual meetings at each of the almost two dozen call centers was cost prohibitive. Working with the company's IT group, employees can now easily access these secure, live multimedia presentations from the Sonic Foundry datacenter.

## Internal employee training



- Decrease travel and downtime
- Reduce meeting expenses
- Go to market more quickly

A multinational computer technology company was gearing up for a new product launch. The company planned to bring in key sales and marketing personnel from around the globe for three days to be trained in the product and synch up on the launch activities. Due to the costs that would be incurred in holding this meeting, the company decided to instead webcast the entire event. Speakers from headquarters still traveled to the conference location and gave their presentations, but they were streamed live for all authorized staff to watch and ask questions remotely.

## Lead generation



- Capture more leads by extending the life and exposure of on-site events
- Stretch limited exhibit dollars for vendors and sponsors
- Reveal popular themes for future presentations

An annual technology conference feared their attendance would decline due to budget and travel restrictions. The meeting planners decided to capture the presentations for on-demand viewing, and chose event webcasting over a purely virtual event because of the value they, and their sponsors, placed on the face-to-face interaction that takes place each year. After evaluating multiple streaming and online conference platforms, the company chose Sonic Foundry Event Services because they found it to be the most cost-effective way to take the on-site presentations to an online audience. The on-demand presentations were publicly-available but required completing a registration form. The conference became a year-round lead generation machine, doubling the number of leads for the sponsors and presenting companies.