



# mediasite<sup>®</sup>events

Event Capture Done Right



[events.sonicfoundry.com](https://events.sonicfoundry.com)

# Trust Your Events to Mediasite

Mediasite Events empowers you to produce successful, high quality online experiences that score rave audience reviews and achieve your event goals. Powered by the award-winning Mediasite Enterprise Video Platform, we deliver worry-free video streaming and webcasting for thousands of hybrid and live events of all sizes every year. Our expert team provides turnkey video streaming services or works with your own event team as needed.



## Hybrid & Virtual Events

Keynotes  
Concurrent sessions  
Overflow rooms  
User/developer conferences  
Medical conferences  
Association meetings  
Sponsored events

- Expand audience reach by extending your event to non-travelers
- Improve retention and learning through video
- Accommodate large audiences with overflow streaming
- Differentiate your event
- Build online visibility to boost next event's on-site attendance



## Live Webcasts

Town hall meetings  
Executive communications  
Product launches  
Employee/sales kick-offs  
Special events  
Investor communications

- Reach everyone
- Bolster communication effectiveness and deepen morale
- Keep everyone up-to-date to build stronger teams
- Retain organizational knowledge in a searchable video portal
- Save travel time and money
- Reduce carbon emissions

# The Mediasite Advantage For Events



## Live and On-demand

No need to seek out separate solutions for live streaming and video on demand. Mediasite Events provides everything you need to capture and stream keynotes, breakout sessions and any other event happenings.



## Unmatched Video Experience

Impress your remote audience with engaging live and on-demand experiences. High definition video and slides paired with polls, ask a question, your branding and powerful content search boosts engagement, learning and retention.



## Seamless Integration

Integrate your event streaming with other valuable engagement tools to create an immersive viewer experience – from social networking, registration and e-commerce to event platforms, learning management systems and virtual environments.



## No-wait Content Publishing

We don't believe in waiting days or weeks after your live event for video on demand. Nor should you. Share the video experience within 24 hours (or less) to keep the message fresh and capitalize on your event's excitement.



## Mobile Streaming

Stream your event or webcast to any user on any device. Mediasite intelligently detects each user's device type and available bandwidth to optimize playback for iPad®, iPhone®, Android™, Surface™/Windows® RT or BlackBerry®.



## Powerful Analytics

Mediasite Analytics arms you with the metrics to make informed program decisions, measure ROI and plan for future events. Monitor what content or which speakers are attracting the most views, and see exactly who is watching, when and from which devices.



## Overflow Support

Address the anticipated "standing-room-only" situation that often occurs with über-popular speakers by streaming live (or on-demand) to overflow rooms or other common spaces. Mediasite lets you easily accommodate over-capacity sessions while providing the highest quality video and content experience for all attendees, wherever they are watching.



## Affordable Scalability

Mediasite Events provides an exceptionally scalable service. Easily add more sessions or tracks without a significant increase to your on-site footprint, resources or technician headcount. From single-room events to large multi-track conferences, Mediasite Events grows with you.



## Dedicated Team

Before, during and after your event, our expert team is with you every step to ensure streaming success. Rely on us for turnkey webcast production or engage us as needed to work with your own event team. Either way, your success is our mission.



# With You Every Step



## before

- Define objectives
- Collaborate with event, multimedia, IT and facilities teams
- Plan and customize online event experience
- Manage project timeline and deliverables



## during

- Setup and test
- Capture & stream live and/or on-demand
- Monitor concurrent sessions
- Edit content
- Provide on-site project management



## after

- Host recorded content for specified duration
- Provide viewing analytics and content management
- Create post-event videos for marketing
- Provide supporting materials
- Transcode to MP4/MP3 to integrate with other platforms (optional)

Watch these webinars to learn more about event video.

  
mediasite<sup>®</sup>  
events