



MORE THAN VIDEO

How to Maximize the Online Event Experience



It's easier than you might think to create significant, lasting impact through every stage of your event.

When you partner with Mediasite Events, we ensure you'll have the tools to engage members, expand your audience and fuel your content marketing strategy.

BEFORE

Start with getting real about your online-event goals. We'll help you plan and customize the audience experience, helping you achieve the streaming ROI you need.

REGISTRATION

When it comes to post-event marketing you'll be glad to know who signed up to watch your content.

CUSTOM PORTALS

Give your audience easy access to online sessions by showcasing them on branded websites and conference portals.

1/4

of ticket buyers
used video to
research an event
before registering

Source: Google

BEFORE

Checklist

Are you setting yourself up for a successful event?

Use this handy checklist to cover all the bases.

- What is the purpose of my event?
- Am I trying to expand my audience or re-engage a dormant one?
- How much time, effort and cash am I willing to devote to livestreaming?
- What kind of content is created at my event, and why would people be interested in it?
- How much audience participation do I want to allow?
- Do I want to control access to my livestream or allow anyone to access it?
- Do I want to charge money for my streaming event?
- What's more important: increasing revenue in the short term or the long term?
- What do I want to do with my streamed content after the event?

DURING

It's go-time! Why risk embarrassing technical difficulties and missed opportunities to capture high-quality content? Leave the session rooms to us, so you'll be cool, calm and available to your attendees.

66%

engage in online activities / social media during the event

Source: Google

SOCIAL MEDIA AND ENGAGEMENT

Stream to your audience's favorite channels, and engage them with live chat.

LIVE STREAMING

Make a splash by livestreaming keynotes and product launches.

RECORDING, EDITING AND MANAGING

Real-time monitoring means we care about the quality and longevity of your video.

63%

Video of a live event increases brand favorability by 63%

Source: Twitter

DURING

Checklist

Are you maximizing engagement now and capturing content for the future? Use this handy checklist to stay on track.

- Does your provider care about the longevity and quality of your video?
- Will they press record and check Twitter?
- Select a content-focused streaming partner
- Are the engagement features you need being utilized?
 - Moderated chat
 - Commenting
 - Testing/Quizzing
 - Ecommerce
 - Certifications

AFTER

You pulled it off! There's no better time to put the on-demand content to work for your brand. We'll help you with your video strategy, and you'll be a rockstar to your team!

ACTIONABLE DATA

Pinpoint the most popular sessions to help you design your next conference.

4x

as many consumers would rather watch a video about a product than reading about it

Source: Animoto

CONTINUING EDUCATION

Help professionals stay accredited with integrated testing and assessment.

43%

of consumers wanted to see more video content in 2016

Source: HubSpot

CONTENT STRATEGIES

Use your best content year-round to inform, educate and entertain.

AFTER

Checklist

Are you seeing a positive ROI from your event? Use this handy checklist to maximize impact long after your attendees go home.

EVENT RECAPS

- Create trailers or promotional videos to add to conference showcase
- Show last year's conference highlights on social channels

REVENUE

- Monetize the Content
- Online conference pass
- Continuing education credits

EXPOSURE

- Pitch interesting use cases to reporters and analysts
- Highlight sessions in your digital newsletter

DRIVE LEADS

- Monthly webinar series
- ebooks, checklists & whitepapers
- Case studies
- Highlight customer stories



Team up with Mediasite Events

Stream your event to the world and engage attendees wherever they are. With the most experienced project managers and the most rock-solid technology in the industry, Mediasite Events is the go-to solution for the world's largest companies and continuing educational conferences.

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**READY TO GET STARTED?
CONTACT US!**

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