Webex Webinars

Simplify webinar delivery with intuitive, engaging webinars

Connecting with a large audience is critical for success in your business. Whether you are gathering for an all-hands, training, marketing event, onboarding, or earnings call, having a simple yet robust tool can create an impactful and lasting impression on your audience.

Benefits

Accommodate large audiences and reach more corners of the world

Simplify webinar management, practice before presenting, and set the stage for success

Spark engaging interactions with real-time audience feedback and shared discussion

*formerly Webex Events (Classic)

Make the most of your webinar

Webex Webinars transforms your company meetings, training sessions and corporate events with real-time online interactions, expanding your reach, reducing travel costs, and boosting attendance. Create professional events with peace of mind that Webex Webinars will ensure secure, reliable, and engaging experiences for all attendees.
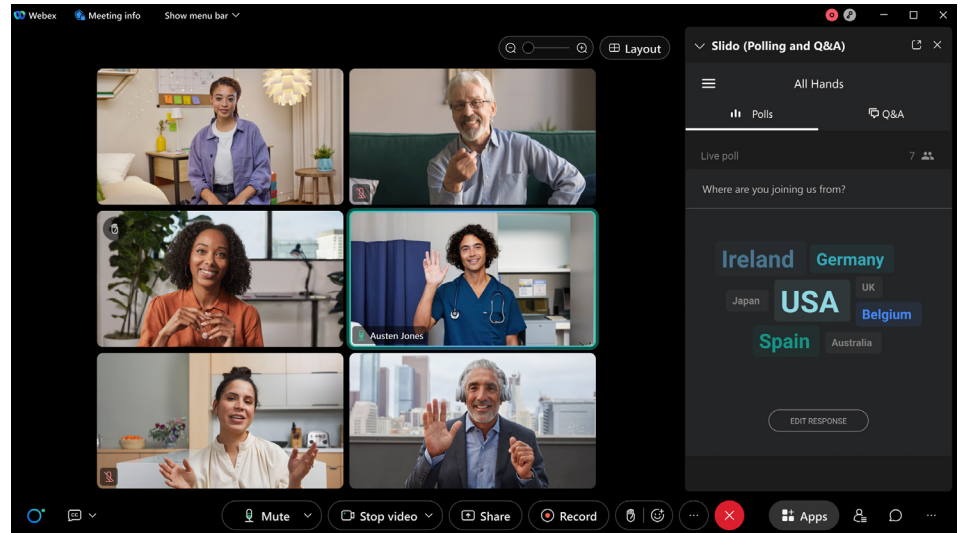

Figure 1.   Robust polling capabilities

Planning an effective virtual event in today's collaborative environment can be extremely complex. Attendees want to register and join the event easily from any device and any location, and they expect a quality, consistent experience, no matter what. Most vendors claim that a one-size-fits-all offering will suffice. However, to truly meet audience expectations, stand out in a crowded webinar and event field, and ensure that messages come across to attendees, businesses require a flexible, end-to-end solution.

Webex Webinars helps you from start to finish. From planning the event, engaging the audience and measuring event success so you can more effectively host company meetings and training, or market products and services to a larger audience than ever before.

Webex Webinars features integrated video and audio to allow participants to see and hear presenters and panelists in high definition. This easy to use solution requires no new hardware, so it's no problem to implement and scale as a customer's needs change. Invite internal and external audiences to join events with their mobile devices such as Android, iPhone, and iPad devices, no matter where they're located.

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Accommodate large audiences

Spark engaging interactions

Ensure security and control

Manage effective campaigns and webinars from start to finish

Take advantage of a full array of tools to manage events from start to finish. Improve attendance using automated email invitations, confirmations, and reminders.

Add attendance security to internal meetings with Single Sign-On (SSO) options that range from easily tagging participants to providing invitation-only access.

Register attendees with customized forms with custom branding options and themes for registration. During the webinar, presenters can utilize engaging tools such as live polling or immersive share. After the webinar, you can forward the event recording link and gain insights from your Slido polling and Q&A engagement.
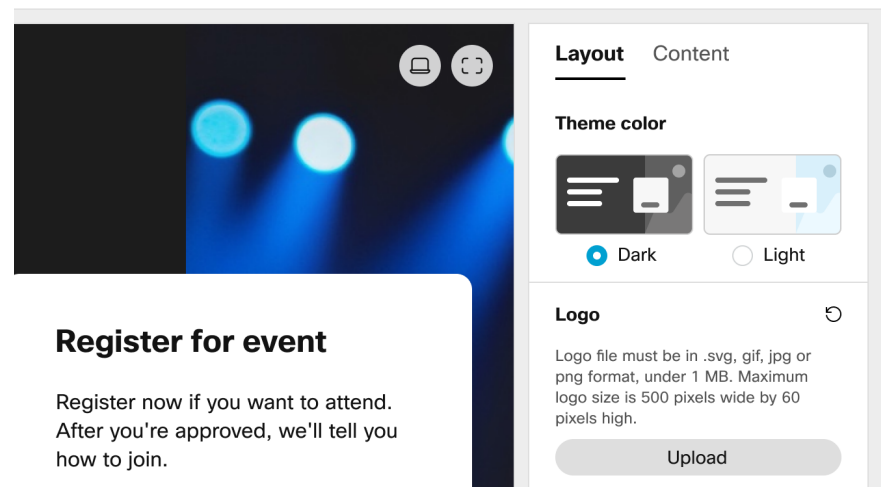

Figure 2.   Custom branding options and themes for registration page

Count on Cisco for secure, scalable Webex service

Webex employs a robust, multilayer security model, which includes the use of 128- bit Transport Layer Security (TLS) and 256-bit Advanced Encryption Standard (AES) for data encryption, along with granular policy controls. Security processes are stringently audited with compliance details provided in a Statement on Standards for Attestation Engagements (SSAE) report. Compliance control allows you to manage what features are enabled in every webinar to align with your policies at a site or user level.

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Simplify event management

Key features

Plan and promote

Automated email management with personalized templates

Send out invitations, confirmations and reminders automatically.

Webinar series

Group multiple webinars together to make it easy for attendees to register, all at once. Invite collaborators to manage each webinar so that you have all the right people for each event..

Present

High-quality definition and active speaker functionality

Display high-definition videos (up to 720) and share high quality audio of the presenter and panelists. Optimize for my voice ensures that all background speakers are removed to hear you loud and clear.

Custom stage layouts put you in charge of what your audience sees during the event. The view will adjust automatically when content is being shared, keeping the focus on the presentation.

Present like a pro

Utilize Immersive Share to place yourself directly onto your shared content, making your presentations even more engaging.

Pre-event practice session

Ensure your events run smoothly by providing a virtual private room in the session for presenters and panelists to practice before going live.
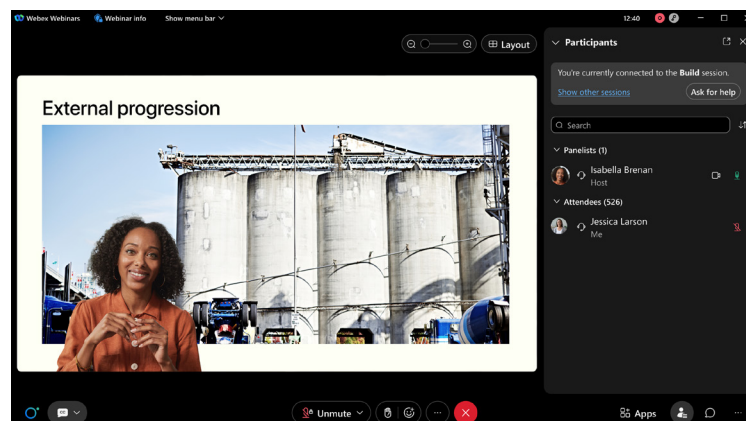

Figure 3. Immersive Share in Breakout session

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Automate your event with Webex Assistant

Add the power of the Webex Assistant to your events*

Create real-time transcriptions and event highlights

Virtual and blurred backgrounds

You can blur your background in Webex Webinars using the desktop app when using a Mac or Windows. On iOS devices, you can use blurred or virtual backgrounds in Webex Webinars using the Webex Meetings mobile app.

Multimedia content

Speakers can share presentations, applications, whiteboards, and streaming video files, and annotate shared content in real time. Participants can choose from a variety of different layouts focusing on what or who they need to see. They have complete control to resize the panels and windows.

Flexible, integrated audio

Choose from toll or toll-free global teleconference, two-way Voice over IP (VoIP), or audio broadcast. With integrated audio, the host can control participants' audio and everyone can see who is speaking.

Reach global audiences

Invite people from around the world, with real-time translation to 100+ languages. Take it a step further and let your audience choose the language they prefer to listen to the event in with simultaneous interpretations.

Live Q&A and chat

Address all or the most popular questions from the audience using live Q&A by Slido. Chat privately or publicly with panelists or attendees during the event.

Audience engagement

Interact with your audience with various types of live polls—word clouds, multiple choice, open text, ranking, quizzes, and rating polls. Add an element of fun with animated reactions. Discuss in smaller groups using breakout sessions to focus on different topics. Help your audience gain extra knowledge on event host, co-host and panelist with People Insights.

Integrates with your favorite tools

Pre-built integrations make it easy to meet you where you work. CRM tools such as Salesforce** and Eloqua** simplify your workflow to make it simple to track and generate leads.

* available for under 10K participants

**coming soon

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Follow up and cultivate

Engage your audience

Score and analyze custom and standard reports

Share event highlights, transcript, and recording with a quick email or Webex message. View polling and Q&A insights and analytics at slido.com including active participants, popular questions and topics, and poll results.

Webex production support

The Production Services Team offers a variety of support levels to fit your meeting and webinar needs. From start to finish, our expert Producers and suite of service offerings are here to provide you with solutions to ensure a smooth delivery of your meeting or webinar. The Production Assist Services suite has different support tiers depending on audience size and complexity of event, support can include consultation, dry run, best practices advice, help with in-event app integrations, technical monitoring, recording and more. More information.

Case Study

LUMEDX
healthcare technology

Challenges

- Stand out in the face of large-brand competition

- Develop a unique, interactive online program to create demand for solutions

Results

- Online events generated over $600K USD in opportunity sales

- Webex Webinars enabled LUMEDX to gain an edge over much larger competitors

- Online meetings and events helped maintain more frequent contact with over 500 clients

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Webex Webinars provides the features you need

The Cisco advantage

Webex Webinars is a real-time, end-to-end online webinar solution. From planning to follow-up analysis, Webex Webinars provides the features you need to more effectively host company meetings, briefings, trainings or marketing webinars. In addition to removing venue costs and saving money on travel expenses, Webex Webinars helps boost attendance by engaging audiences with interactive content. It improves the quality of webinars from a scalable and highly secure platform, and supports sales goals by increasing lead numbers. Webex services are delivered on demand on the Webex platform.

Next steps

Learn more about Webex Webinars by connecting with a solution specialist. Webex Webinars is updated regularly to meet the latest system compatibility needs.

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For more information
Please visit webex.com/webinars.html

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