

## Lobby Experience

### Create a Fully Branded Pre- and Post-Webcast Destination

Lobby Experience lets you create fully-branded pre- and post-webcast virtual lobbies to extend audience engagement beyond the live webcast. You have the power to capture and gauge your audience's interest before *and* after the live presentation through a range of interactive widgets, including countdown clocks, chat panels, Q&A, polling, surveys, and videos.

Intrado Digital Media's award-winning webcasting platform provides companies with a simple and cost-effective solution to deliver exceptional webcasts to global audiences. Equipped with powerful interactive tools and features, the platform not only enhances the webcast experience but also provides robust data analytics that let you measure success.

## Common Pain Points

Whether you're hosting webcasts to generate leads, drive demand, or educate your audience, audience engagement is critical to your success. If you're struggling to foster active engagement, you're not alone. Our customers have all experienced the challenges associated with entertaining a remote and global audience:



No pre-webcast engagement strategy



Low live attendance rate



Lack of audience interaction



Poor post-webcast lead generation



Inability to measure impact and ROI



Poor alignment with overall strategy

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## Key Benefits

Lobby Experience allows you to turn one-time webcasts into unique, value-driven experiences.

Deliver engaging content to audiences around the world with interactive and informative, pre- and post-webcast environments.

- ✓ Extend the engagement time of your webcast
- ✓ Keep your audience informed with interactive content
- ✓ Leverage one-time webcasts to nurture your marketing strategy
- ✓ Increase brand awareness, promote your thought leaders, share related content, and promote upcoming webcasts
- ✓ Convert more webcast leads into paying customers - quicker



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## Use Cases

Whether you are hosting a sales kickoff meeting or developing a virtual program designed to launch a new product, extend the reach of your content and uplevel your webcasts with Lobby Experience.

Add Lobby Experience To Your Webcasts:



Lead Generation



Product Launch



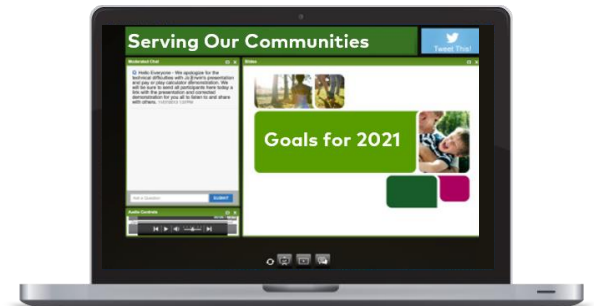
Thought Leadership



Investor Day



Virtual Town Hall



Education and Training

## Extend Your Webcast Engagement

With Lobby Experience, you can offer a rich and engaging webcast experience that starts at registration and lasts well beyond your live presentation.

- **Pre-Webcast Lobby:** You no longer have to wait until the live session to connect with your audience. Upon registration, participants land in the pre-webcast lobby where they can download content, submit questions, chat with other participants, and more!
- **Post-Webcast Lobby:** Start the follow-up process with your audience immediately after your live session. At the conclusion of the webcast, attendees are placed into a lobby where they can register for upcoming events, download content, and watch the session on demand.

Best of all? Both the pre- and post-webcast lobby remain accessible during the presentation's on-demand period.



Webcast Registration



Pre-Webcast Lobby



Live Webcast



Post-Webcast Lobby

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## Customize Your Lobby with Interactive Widgets

Within the lobby, a range of interactive widgets can be added to offer related content, source speaker questions, and allow attendees to connect with each other prior to the live webcast.

Place your logo and brand colors

Insert videos

Include your webcast info

Add carbon calculator

Add content, polling, surveys, and more

Countdown to the live session

Enable chat or Q&A

Add social media feed

The laptop screen displays the 'Intrado Digital Media Lobby Experience' interface. At the top left is the Intrado logo. The main heading is 'Intrado Digital Media Lobby Experience'. Below this is a video player showing the Intrado logo. To the right of the video is a countdown timer showing 10 days, 1 hour, 18 minutes, and 10 seconds, with a 'VIEW EVENT REPLAY' button below it. Below the video is an 'About' section with text: 'Join Ben Chodor and the Intrado DM Executive Team as we celebrate the year's accomplishments. We'll provide you with an update on the business, take a sneak peek of next year's Go To Market Strategy AND reveal our theme! We're looking forward to seeing you all at the Town Hall!'. To the right of the 'About' section is an 'Ask the experts' section with text: 'Please use this area to ask speaker(s) ahead of the session. Any questions asked here will be answered by the speaker(s) ahead of the session.' Below the 'Ask the experts' section is a 'Handouts' section with an infographic titled 'Infographic - Know Your Online Event'. A smartphone in the foreground shows a 'What's trending?' section with tweets from Ben Chodor (@BenChodor) and Intrado Digital Media (@IntradoDigital). The tweets mention the Intrado Digital Media Lobby Experience and the Town Hall event. The smartphone also shows the 'Handouts' section with the same infographic.

## About Intrado Digital Media

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Intrado Digital Media is an innovative, cloud-based, global technology partner to clients around the world. Our solutions connect people and organizations at the right time and in the right ways, making those mission-critical connections more relevant, engaging and actionable.

Intrado Studio is the leading webcasting and streaming platform, acquired from INXPO. Delivering over 70,000 events annually, we help organizations communicate effectively with their employees, customers, investors and the media.

Visit [www.intrado.com/Digital-Media](http://www.intrado.com/Digital-Media) to learn more.