Virtual Events:

Extend Your Content to a Global Audience

Virtual Events is an award-winning platform that provides a better way to create stimulating, measurable and secure Virtual Event experiences.

The user-friendly interface allows the audience to easily navigate within the environment and is designed to promote social interaction and collaboration among participants. Group chat, live and on-demand content streaming and social sharing are just a few of the features that will keep your audience engaged from a computer or phone.

With the most industry experience, our platform is designed to support 200,000+ users concurrently on any device, anywhere in the world, making Intrado Digital Media the most trusted partner in Virtual Events.
Common Pain Points
Whether you’re hosting your first Virtual Event or looking to upgrade to a new solution – you’re not alone. Our diverse customers share one thing in common: they all have challenges made worse by costly and/or ineffective communications, which lead to some of these pain points:

- Poor audience retention
- Inconsistent messaging
- Inability to measure impact
- Slow time to market
- Incremental revenue growth
- Rising costs in travel and accessibility to key stakeholders
- Lack of engagement

For more information about Intrado Virtual Events please visit www.inxpo.com/online-events, email us at contactus@inxpo.com or call us at (312) 962-3708.
Key Benefits

Virtual Events are a turnkey communication and engagement solution, with interactive applications in a virtual environment that transform regular meetings into unforgettable virtual networking experiences.

Benefits of Intrado Virtual Events:

- **Increased Event ROI**: Extend the life of your physical event by hosting it virtually, allowing your audience to register and consume content anytime, even after the conclusion of your event.

- **Global Reach**: With the industry’s leading mobile experience you can reach iOS, Android and Windows users, anytime and anywhere in the world, without sacrificing any of the interactive features offered on desktop devices.

- **Personalized Experience**: An engaging experience that promotes meaningful dialogue between presenter and audience, fostering knowledge transfer and collaboration.

- **Robust Analytics & Reporting**: Access to dashboards for real-time metrics, giving you the ability to track and measure your ROI immediately.

- **Single Destination Portal**: Host all of your content in a single destination, making it seamless for your audience to find and share relevant information.

- **Social Interactivity**: Provide your audience with the most engaging experience incorporating interactive social elements such as group chats, social networking, lounges and much more.

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Common Pain Points

Are you looking to extend the life of your physical event by hosting it virtually? Perhaps you want to host a sales kickoff meeting for your organization or develop a virtual program designed to launch a new product to the market. The truth is, there are many use cases out there but finding the right solution isn’t easy. Intrado’s Virtual Events offer a consultative approach to determine your use case and provide a solution that makes sense for your company.

Our customers have found success using our Virtual Events solution for many different applications including:

- Product Launches
- Sales Kickoff Meetings
- User Conferences
- Recruitment
- Training
- Tradeshows

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<table>
<thead>
<tr>
<th>Benchmark</th>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>45%</td>
<td></td>
<td>of registrants attend live.</td>
</tr>
<tr>
<td>16%</td>
<td></td>
<td>of those that attended live return to view on demand.</td>
</tr>
<tr>
<td>10%</td>
<td></td>
<td>of those registered and did not attend live attended on demand.</td>
</tr>
<tr>
<td>40%</td>
<td></td>
<td>of attendees’ time is spent participating in presentations.</td>
</tr>
</tbody>
</table>

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Key Features

- Supports 200,000+ users concurrently
- On-demand monthly hosting
- Supports iOS, Android and Windows devices
- Fully customizable branded environments
- Access resource library
- Personalized registration and login pages
- Organize content by tracks
- Instant access to real-time analytics and reporting
- Community collaboration
- White glove customer service and support
- Store content in briefcase
- Adaptive bitrate video streaming
- Badging and gamification
- Content tagging
- Deploy interactive webcasts
- Host HD videos
- Testing and certification capabilities
- Personalized agenda builder
- Social content sharing

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Space Types

Just like a physical event or conference, spaces allow you to create the best user experiences for your audience. With many options to choose from, you can personalize spaces that meet your event goals. Use spaces to greet users in the Lobby, deliver presentations in the Theatre and include an Exhibit Hall for your speakers.

Virtual Events

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Universal Space

The universal space can be used as a multi-purpose landing or destination area. This space offers the flexibility of using a pre-defined configuration option or starting with an empty canvas and designing your own space.

Branding Images - The branding image area allows for any graphic, such as logo labeling or sponsoring the space.

Welcome Video - Branded opening video for the space.

Display Ads - This area can display multiple ad spaces. These ads can link to other spaces or sponsors within your event.

Hotspots - Create links to other spaces or sponsors within your event.
Case Study: RSA Security Analytics - Global Product Launch

Challenges:

RSA, the leader in cyber security, is the premier provider of security, risk and compliance management solutions for business acceleration. RSA helps the world's leading organizations (including 90% of the Fortune 500) succeed by solving their most complex and sensitive security challenges.

These challenges include managing organizational risk, safeguarding mobile access and collaboration, providing compliance and securing virtual and cloud environments.

Intrado Solution: Virtual Events

9,500 virtual registrants

60% from mobile devices

2,300 confirmed attendees

35 new sales appointments

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About Intrado Digital Media

Intrado, formerly West, is an innovative, cloud-based, global technology partner to clients around the world. We connect people and organizations at the right time and in the right ways, making those mission-critical communications more relevant, engaging, and actionable. Our suite of solutions advances the way companies engage with employees, customers, investors, and the media with the world’s only end-to-end communications workflow that allows you to listen, create, connect, deliver, amplify, and measure.

Visit www.intrado.com/Digital-Media to learn more.