

# EXTEND THE LIFE AND REACH OF YOUR USER CONFERENCE USING ONE TECHNOLOGY



## INTRODUCTION

Enterprise companies must find new and innovative ways to connect with their customers, partners, and prospects. For years, large physical events have been a great way to connect with these audiences and share new innovations, products, and services. **Today, more and more organizations are turning to hybrid events to extend the reach of their content and attract more interest in their company.** The rapidly evolving technology space has enabled companies to have thousands of additional new people engage with an event during or after the physical event from their home or office.

## WHY ENTERPRISE COMPANIES ARE GOING HYBRID

The obvious and immediate appeal is the large audience that doesn't attend the physical event. Many forward thinking companies use hybrid events to increase their audience across geographical divides and further their education and communication. Despite fears of dropping in-person attendance, data suggests that physical face to-face participation increases with hybrid events. **Hybrid events also extend the reach and life of your content, allowing companies to tap into new markets, acquiring new attendees/users and opens the doors to more business opportunities.**



## EMC WORLD: THE ULTIMATE HYBRID EXPERIENCE

EMC partnered with INXPO to produce a hybrid event for EMC World — an annual educational conference for EMC customers, partners and IT professionals — in order to:

- 1 Reach people that weren't able to attend in person
- 2 Aid attendees that couldn't make every session
- 3 Inspire viewers to attend in-person at future events

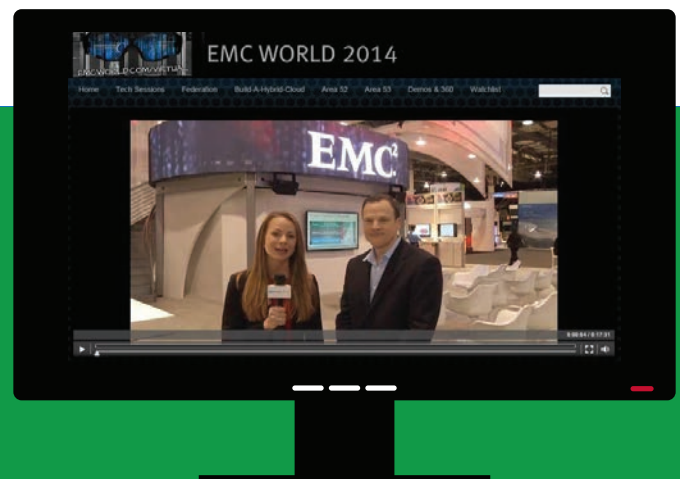


### ON-DEMAND SESSIONS

Train users on the latest product developments

### ON-SITE INTERVIEWS

Educate your audience and promote the on-site experience



### INTERACTIVE VIDEOS

Engage and showcase your brand and message

INXPO AT WORK DURING THE EMC WORLD CONFERENCE:



video streaming services of  
**275+ breakout sessions**

**38+ rooms**

**capturing content over 4 days** and placing videos on demand within days



INTERACTIVITY OF THE ON DEMAND CONTENT INCLUDED:



Email



Social  
Shares



Watchlists for  
Future Viewing



PDF  
Downloads



Slides for  
Each Session



## USE CASES

**Extend Your Tradeshow Presence** – live stream key sessions and extend the life of your content through audience expanding rebroadcasts.

**Partner Summits** – foster active partner engagement and facilitate opportunity development with regular education, training and support programs.

**Product Launches** – generate incremental high-margin revenue by engaging existing customers through interactive and measurable online programs.

**Host a User Conference** – engage your customers with rich value-laden hybrid programs to highlight product benefits to nurture revenue growth.

## OUR ENTERPRISE HYBRID EVENT SOLUTION

Over the last 10 years INXPO has deployed more than 10,000 successful online experiences, working with customers like EMC, Microsoft, Autodesk, Aon, Cisco and more!

INXPO has the experience and network to orchestrate, stream and capture content giving enterprise companies the flexibility to produce a highly interactive hybrid experience to globally dispersed audiences. Our Hybrid event solution offers a unique multi-dimensional event where **your audience can interact and engage with speakers, content, and other attendees from anywhere in the world — creating the ultimate shared experience.**

LET'S TALK!

If you're looking to take the next step in creating your own Ultimate Hybrid event experience, call us at 312-962-3708 or email [contactsales@inxpo.com](mailto:contactsales@inxpo.com).

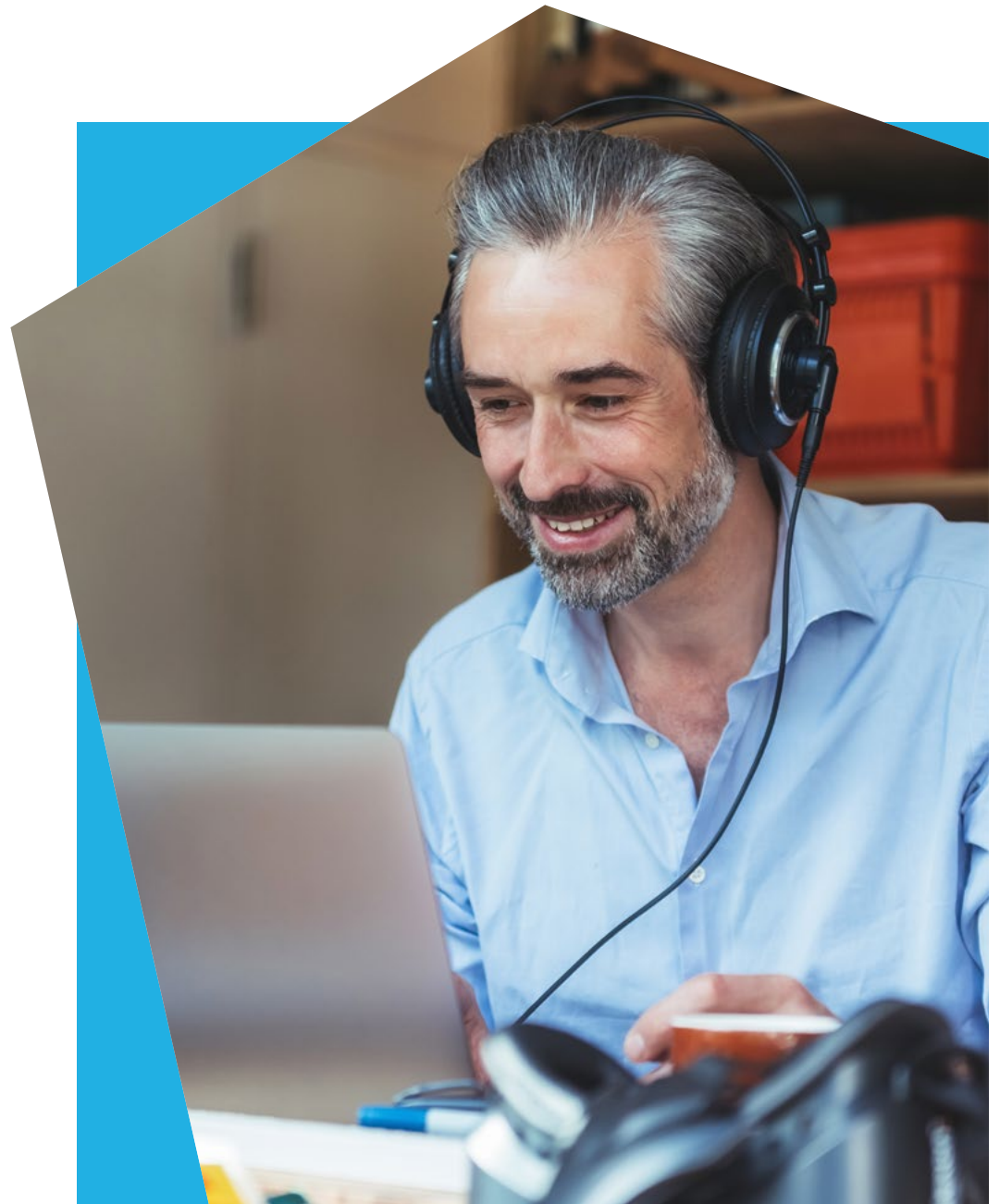


## **Webcasts & Virtual Events 2019 Benchmark Report**

A Look at Trends from Attendance  
to Engagement

## Table of Contents

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# Executive Summary

## Overview

**Virtual Events** and **Webcasts** help marketers, event planners, and corporate communicators extend their reach, drive engagement, and maximize ROI.

These tactics are used throughout the buyer's journey to better nurture prospects, generate leads, and provide best practices to buyers post-purchase. Additionally, **Webcasts** and **Virtual Events** are used to reach and engage employees, enable sales teams, and educate both internal and external audiences.

In this report we will take a look at Intrado Studio, Intrado Digital Media's **Webcasting & Streaming and Virtual Events** platform, to provide relevant attendance and engagement analysis to enable improved programming.

This study was conducted by Intrado Digital Media to better guide our customers with best practices learned from our findings of **Webcast** and **Virtual Events** performance.

## Methodology

### Date Range:

- The data provided in the report represents a 12-month period including both live and on demand.
- The live date range was April 2018 through March 2019, while the on-demand period was April 2018 through June 2019.

### Customer Sample:

- Intrado delivered more than 40,000 **Webcasts** and **Virtual Events** for enterprises, associations, and media organizations over the past 12 months. We took a sample of these programs that meet our benchmark criteria to share some of the best practices and trends we are seeing across our customer base.

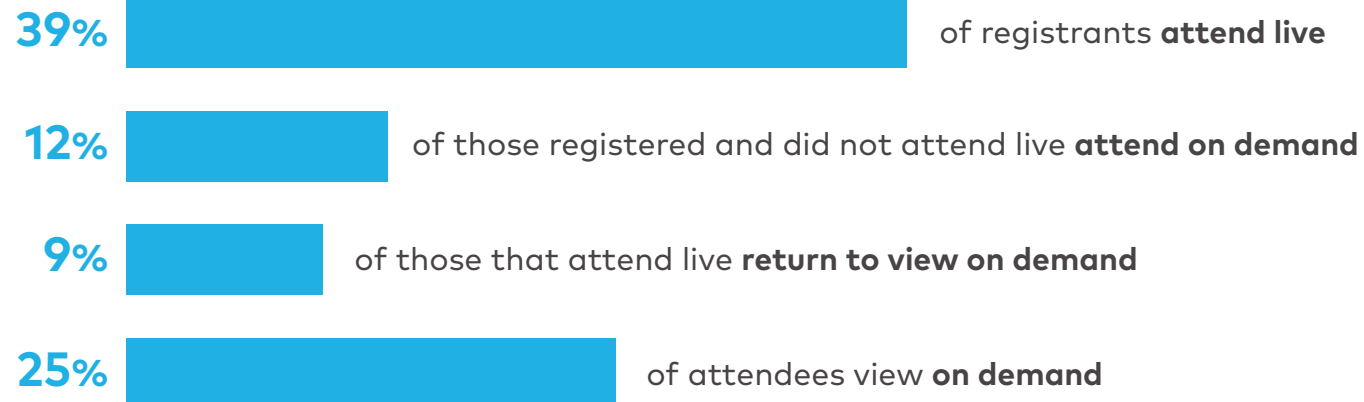
### Analysis Included:

- Intrado Studio **Webcasts** with live, simu-live and on-demand states, including stand-alone or **Webcasts** in an event or a series.
- **Virtual Events** with 1-2 scheduled live days, excluding 365-day environments.

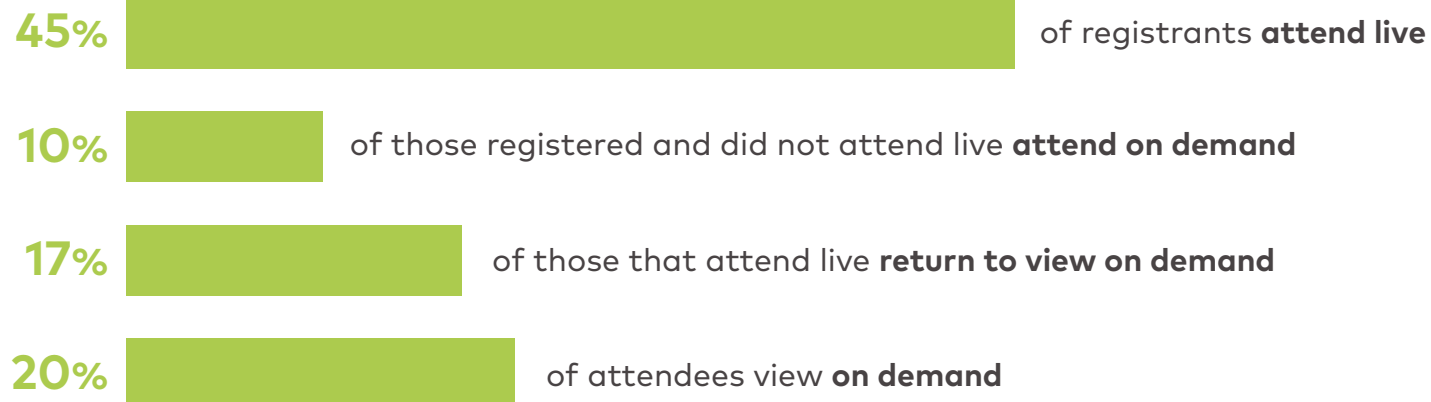


## Registration & Attendance

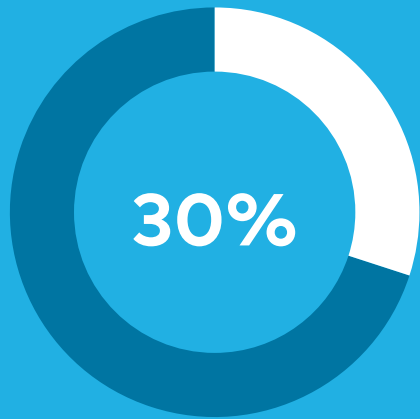
### Webcasts



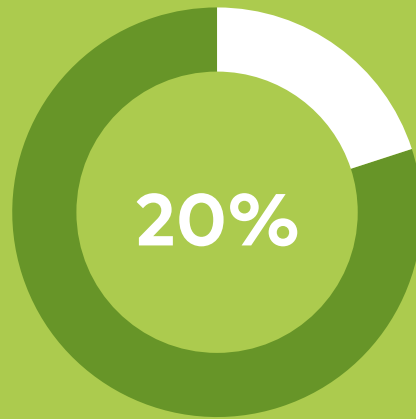
### Virtual Events



## Marketing Automation & CRM Integrations



of **webinars** integrate into a Customer Relationship Management (CRM) or Marketing Automation Platform (MAP).



of **Virtual Events** integrate into a Customer Relationship Management (CRM) or Marketing Automation Platform (MAP).

**Webcast** and **Virtual Event** customers are leveraging enterprise integrations with leading CRM and MAP platforms to seamlessly pass along registration and attendee activity.

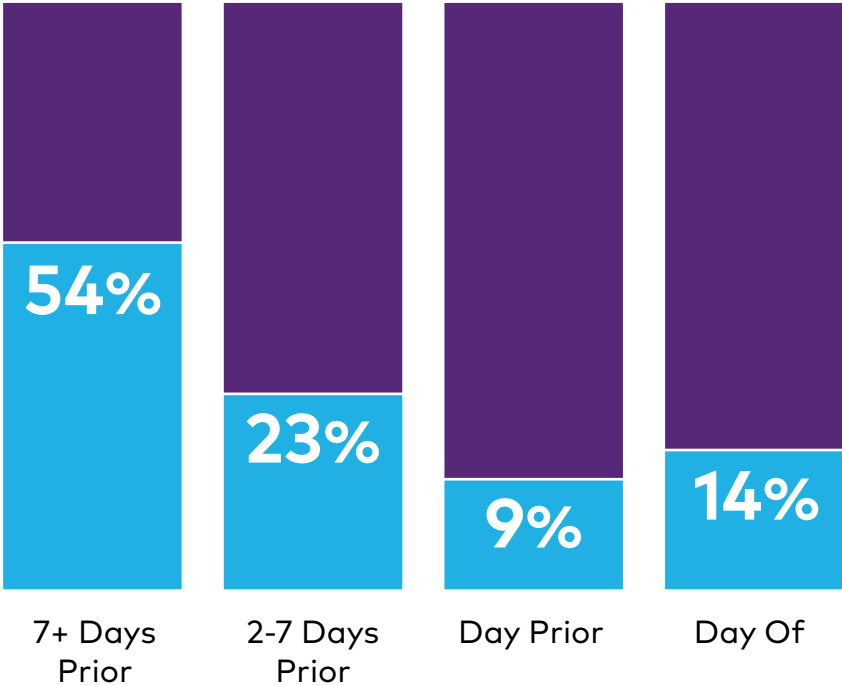
This allows for better campaign follow-up and nurturing for sales and marketing professionals.



# Registration & Attendance

## Webcasts

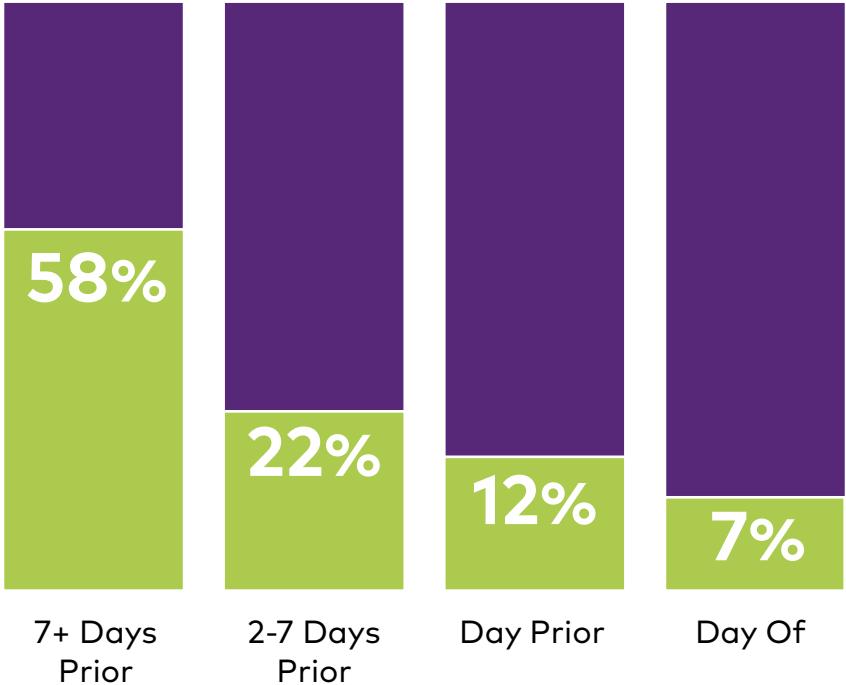
Attended live based on when they registered



Timing plays an important part of your communication strategy. Be sure to take a look at when your audience is registering when scheduling your promotions. **As a best practice, we recommend activating your marketing 1 month prior to the Webcast.**

## Virtual Events

Attended live based on when they registered

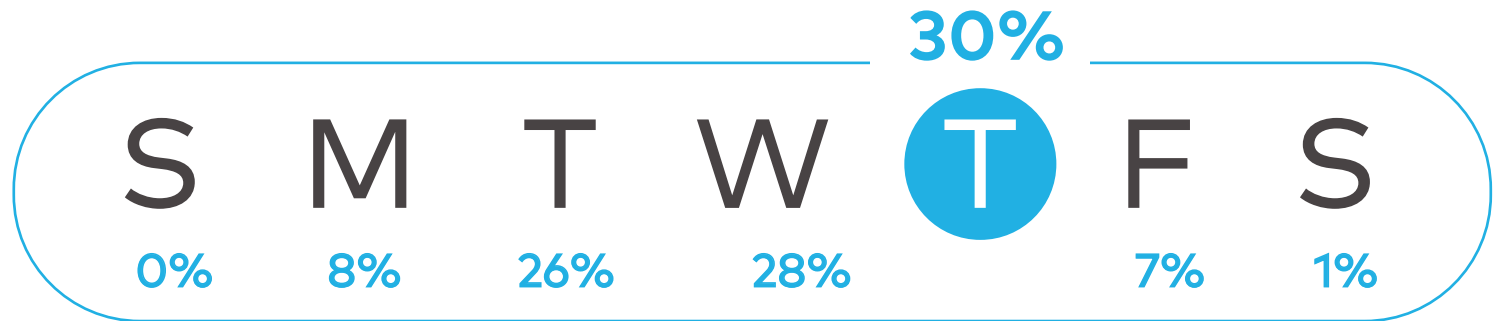


**Virtual Events** require a much longer time commitment from your audience compared with stand-alone **Webcasts**. Be sure to **start your promotions at least 2-3 months prior to your event date to reach your goals.**



## Most Popular Days

Most popular days  
to **schedule**  
a **Webcast**



**Thursday** continues to be the most popular day to schedule a **Webcast**.  
However, we did find that **Webcasts** scheduled on Friday tend to have the longest viewing duration.

Most popular days  
to **schedule** a  
**Virtual Event**

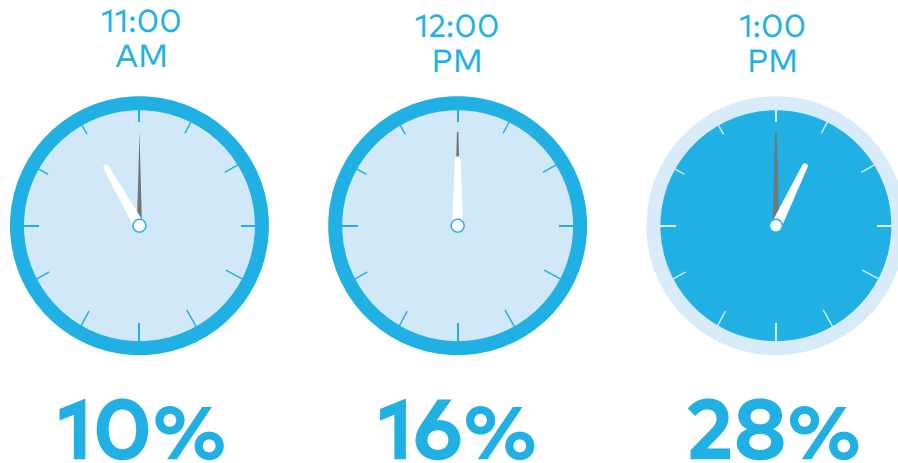


**Virtual Events** typically include 1-2 live days, followed by a 3-6 month on-demand period. Events that are scheduled for multiple days tend to start earlier in the week, with **Wednesday** being the most popular.

## Most Popular Times

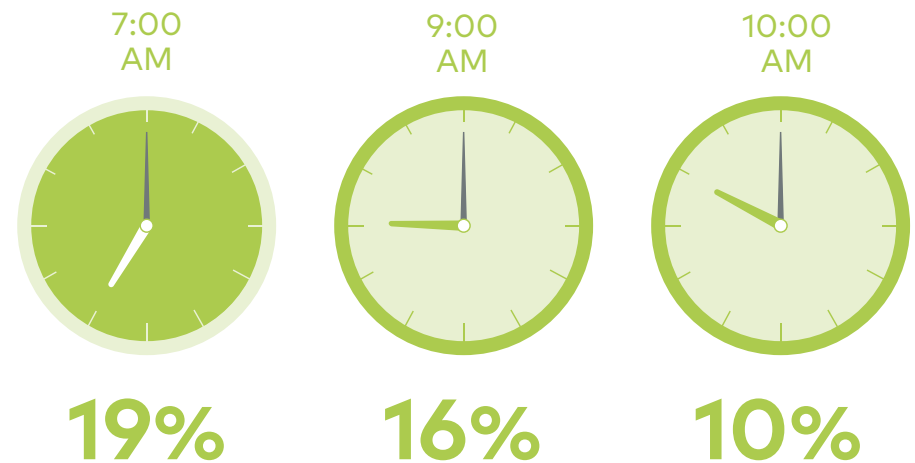
ALL TIMES ARE IN CENTRAL TIME (CT)

### Most popular time to schedule a Webcast



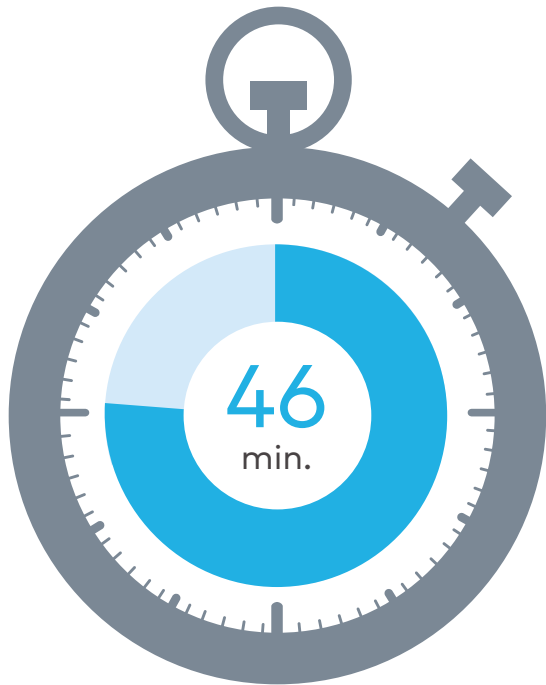
When scheduling a **Webcast**, identify the locations and time zones that a majority of your audience is attending from and select a time to best reach these groups.

### Most popular time to start an Virtual Event

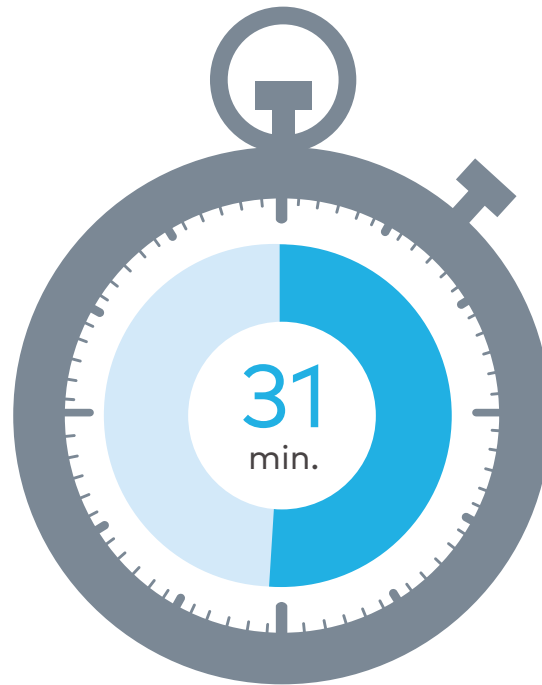


Most **Virtual Events** have their first presentation within the first hour and average **17 hours of content** with an **on-demand period of 6 months**. We are also seeing global customers scheduling their **Virtual Events** in a "follow-the-sun" format with unique timings for different regions to attract local audiences, influencing the average **Virtual Events** live period.

## Webcast View Time & Duration



Average view time of **live Webcast**  
(60 min. **Webcast**)



Average view time of **on-demand Webcast**  
(60 min. **Webcast**)

**60 min.**

is still the most popular duration for stand-alone **Webcasts**.

**53 min.**

is the average Webcast duration in a **Virtual Event**.

Based on the average view times, scheduling shorter **Webcasts** for **30-45 min.** may increase the average attendee view time and engagement.



# 79%

of attendees  
respond to polls  
in live **Webcasts**.

Collect responses in real time using polling during a **Webcast** to get immediate insights into your audience. Use responses to tailor your content to your audience and their interests.



## Webcast Interactivity

For Webcasts: Insights On How Audiences Prefer To **Engage**



**89%**  
include Q&A



**85%**  
include handouts



**38**  
avg. questions asked



**153**  
avg. documents views

**Select the panels that fit best with your content and your audience to drive engagement.**

Interactive panels such as Q&A and group chat can help transform a one-way presentation into a two-way conversation.



## Virtual Events Are Made Up of:



**Presentations**  
**16 avg.**

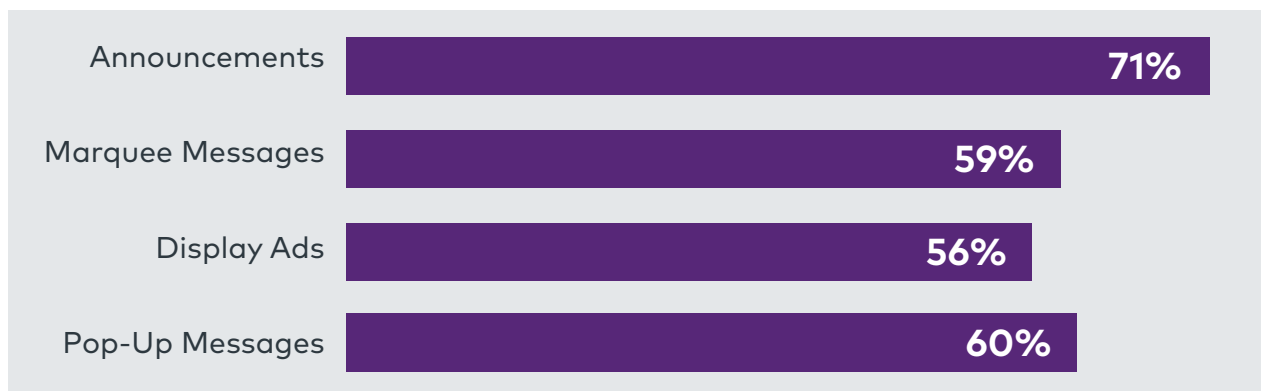


**Documents**  
**136 avg.**



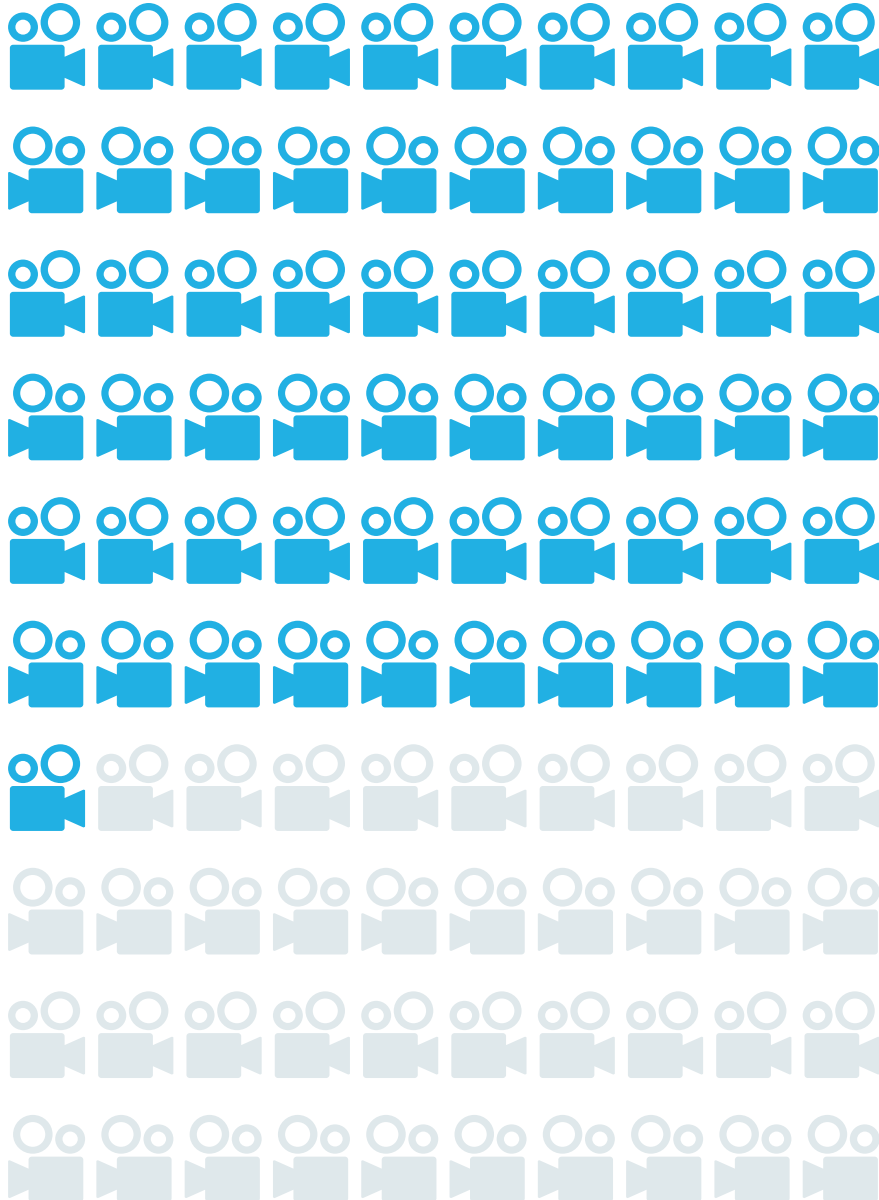
**Locations**  
**12 avg.**

### Percentage of Virtual Events That Include the Following In-Event Promotions



Event hosts can use in-event messaging tools to promote upcoming sessions or for sponsors to display their message and branding.

## Video on the Rise

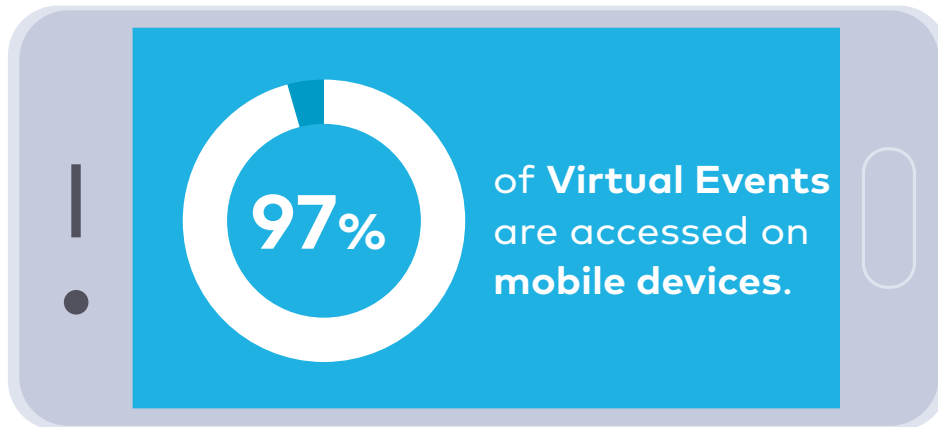
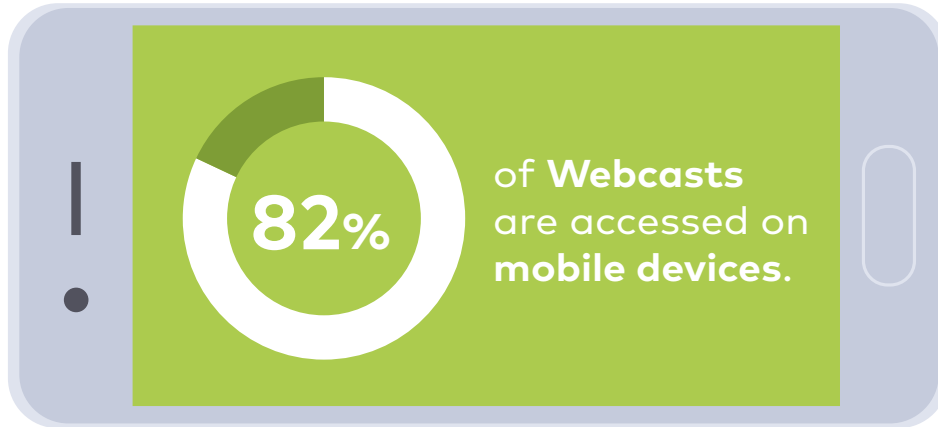


61%  
of Webcasts  
use video.

Video allows you to authentically connect with your audience.  
The majority of Intrado Studio customers leverage video in their **Webcasts** to drive engagement and retention.



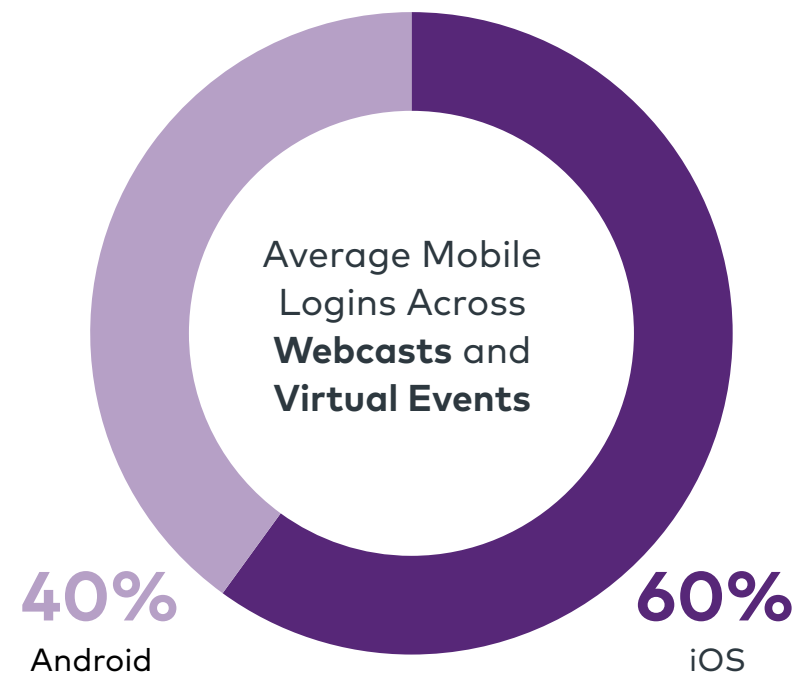
## Mobile Access & Devices



8% growth since 2017.

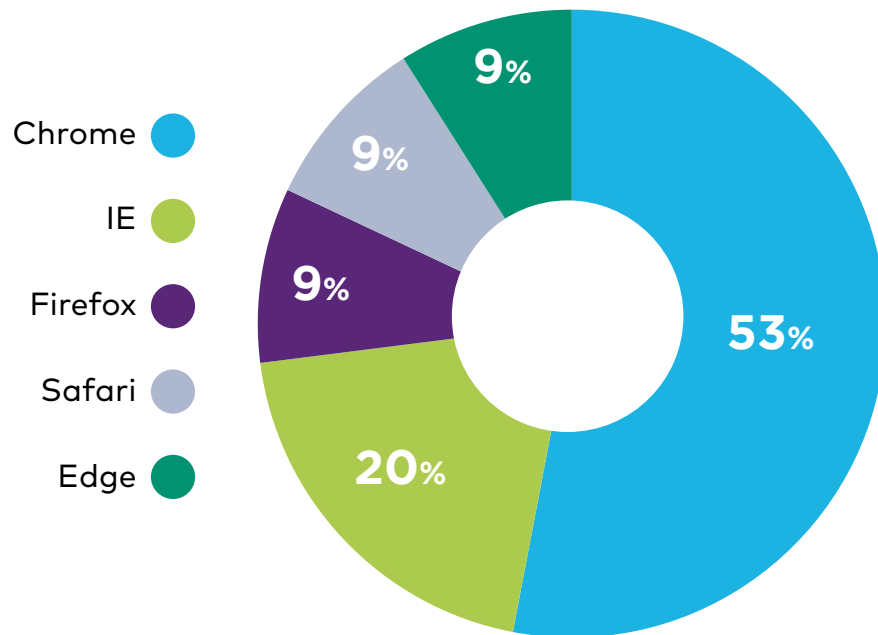
Attendees can access content at **anytime from anywhere** on **any device** on their preferred browser without sacrificing any features from the desktop experience.

Although a majority of your audience is still viewing from their laptop and desktop computers, smartphone and/or tablet device usage continues to grow—so be sure your content is optimized for this format.



## Popular Browser Types

Logins Across  
**Webcasts & Virtual Events**



According to [NetMarketShare](#), Chrome holds the highest desktop browser market share at 65%.



## Summary

**Webcasts** and **Virtual Events** continue to rise in their use across many different organizations. Just like some of these benchmarks collected, these tools are **rich with data** and continue to replace and/or extend traditional communication channels.

Live video streaming allows you to **take your events** online to reach a much larger audience. Implement these tactics into your content strategy today to communicate more effectively, drive engagement and increase revenue.



## About Intrado Digital Media

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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 advance 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.

Intrado Studio is the leading webcasting and streaming platform. Delivering over 40,000 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.





*Online Events*

# Virtual Event Design Examples

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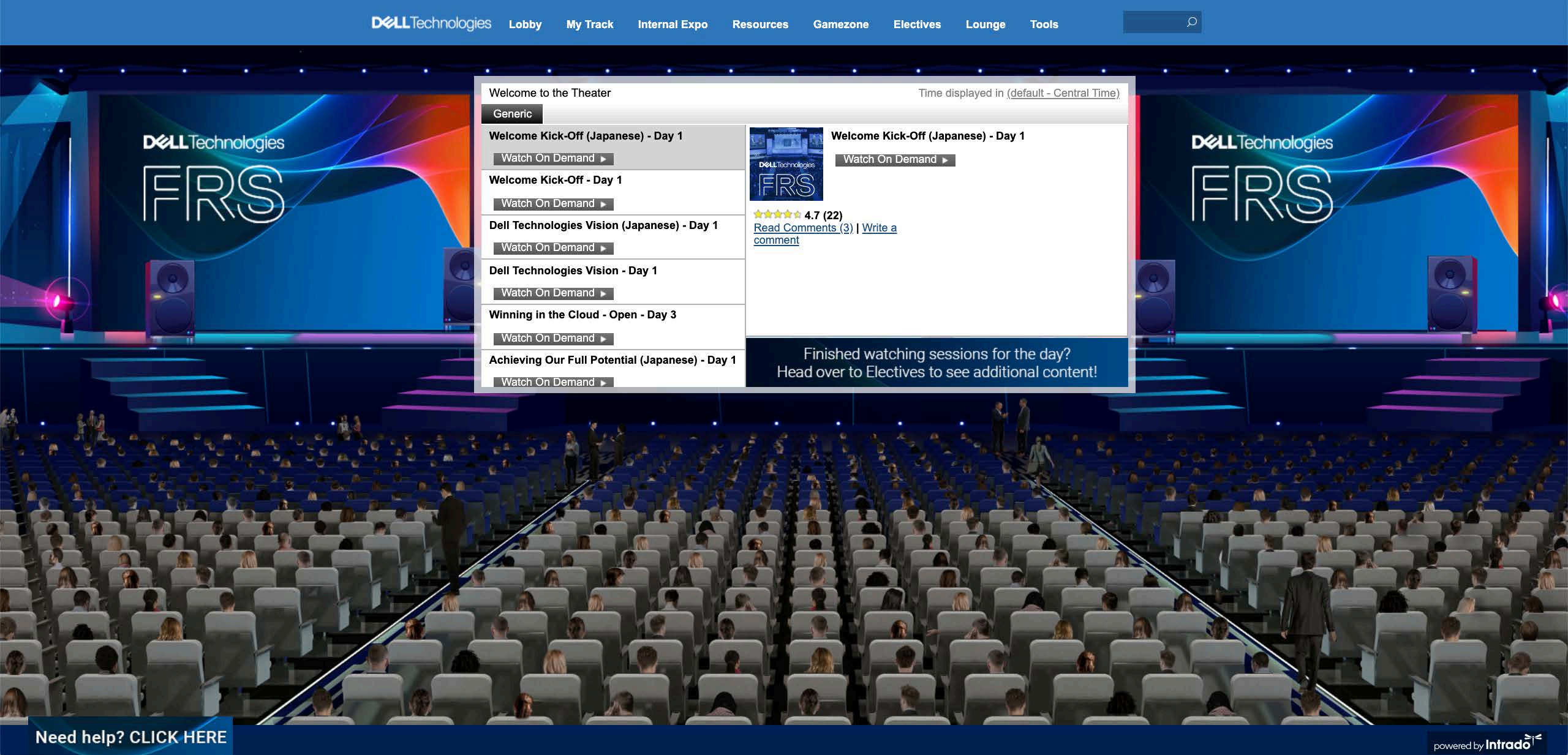
Need help? [CLICK HERE](#)

Welcome to FRS Cascade!

powered by **Intrado**

## Dell FRS 2020 | Lobby

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Welcome to the Theater

Time displayed in (default - Central Time)

Generic

Welcome Kick-Off (Japanese) - Day 1

Watch On Demand ▶

Welcome Kick-Off - Day 1

Watch On Demand ▶

Dell Technologies Vision (Japanese) - Day 1

Watch On Demand ▶

Dell Technologies Vision - Day 1

Watch On Demand ▶

Winning in the Cloud - Open - Day 3

Watch On Demand ▶

Achieving Our Full Potential (Japanese) - Day 1

Watch On Demand ▶



Welcome Kick-Off (Japanese) - Day 1

Watch On Demand ▶

★★★★★ 4.7 (22)  
[Read Comments \(3\)](#) | [Write a comment](#)

Finished watching sessions for the day?  
 Head over to Electives to see additional content!

Need help? [CLICK HERE](#)

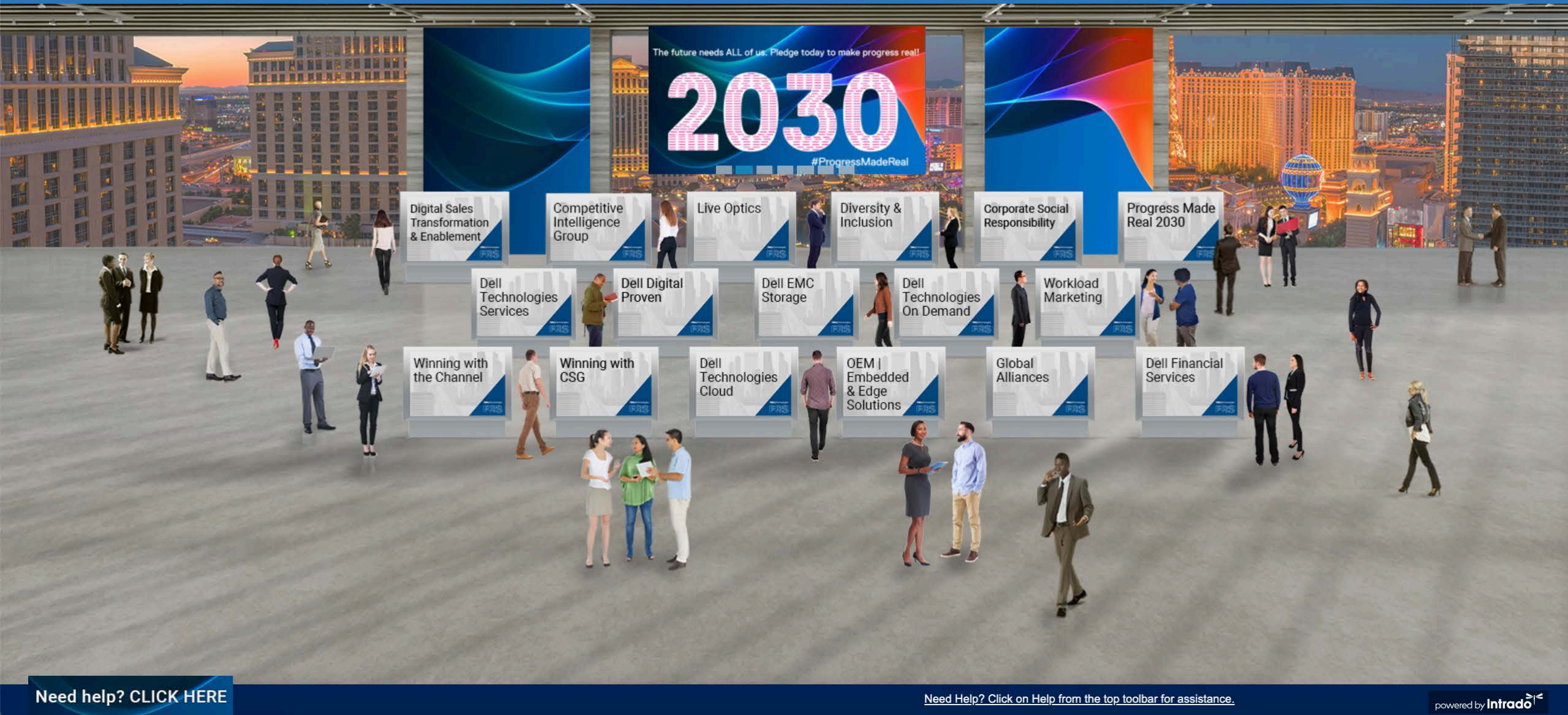
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Dell FRS 2020 | Theater

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## Dell FRS 2020 | Exhibit Hall

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## Splunk EKO 2019 | Lobby

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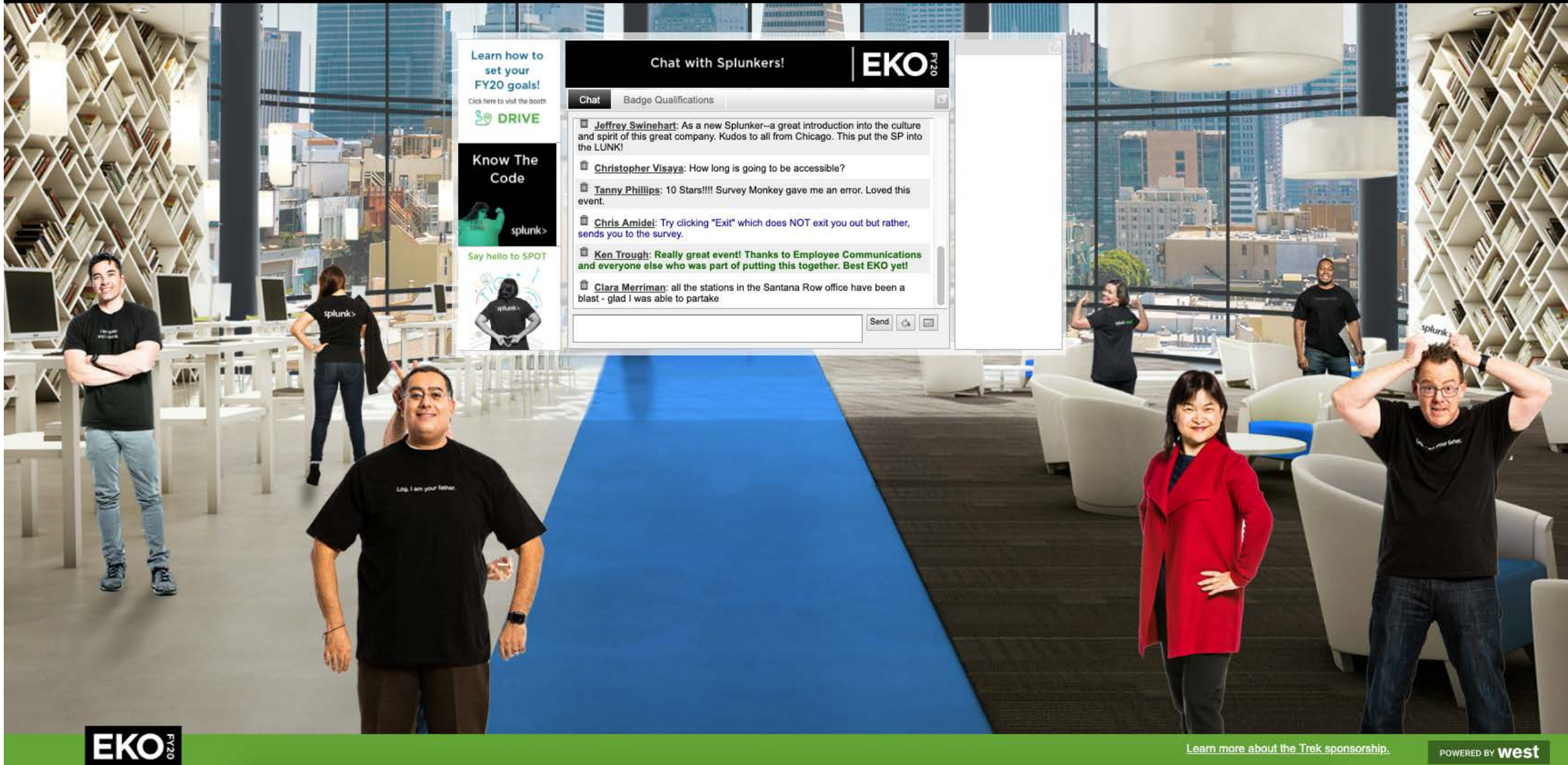




## Splunk EKO 2019 | Exhibit Hall

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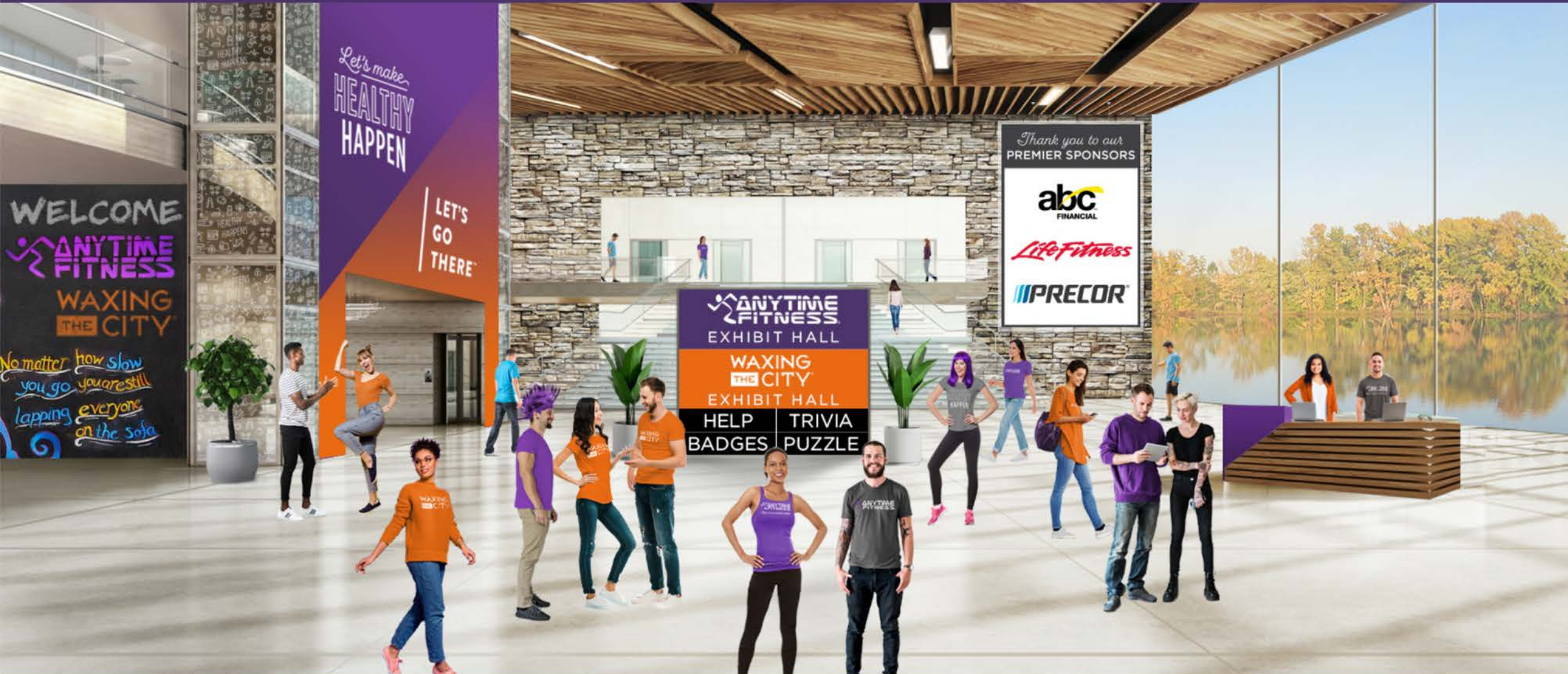
LOUNGE

Splunk EKO

## Splunk EKO 2019 | Lounge

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GO  
THERE™

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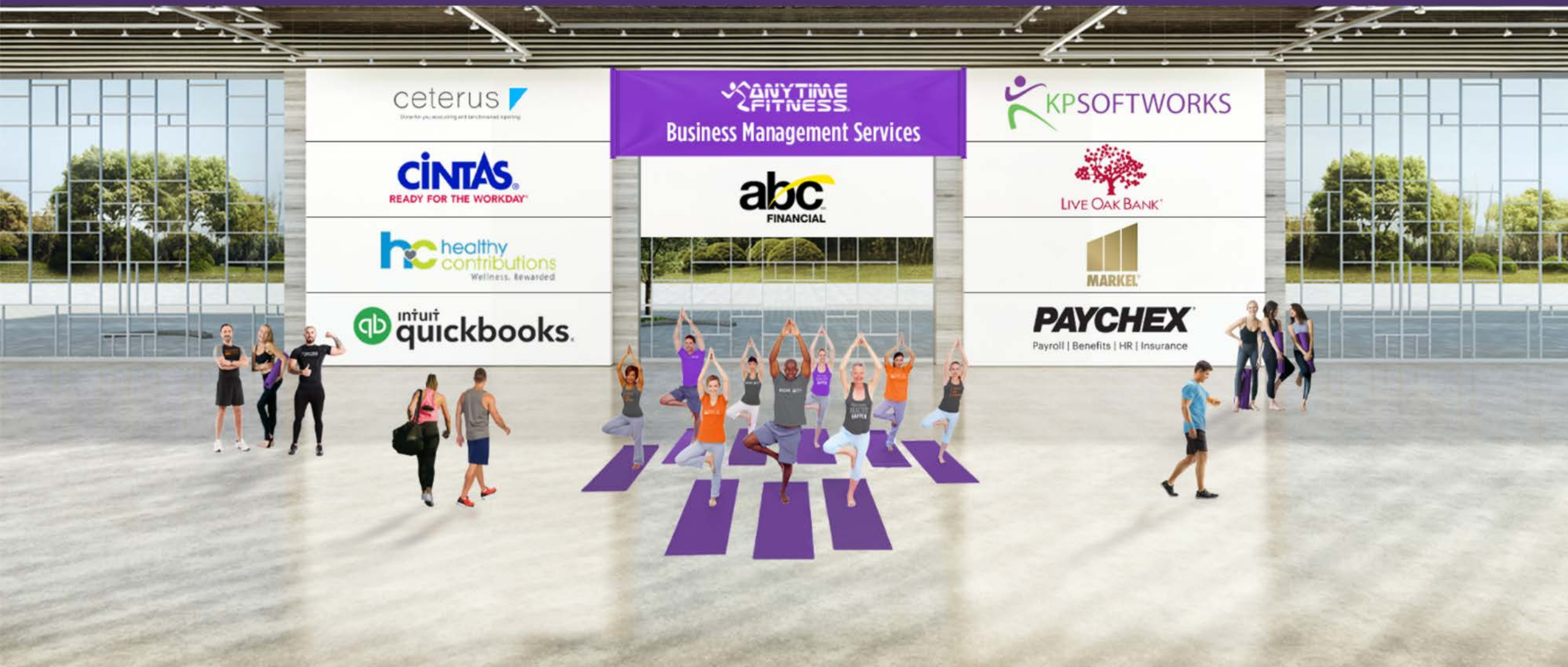
Don't forget to engage in the conference! By engaging, you can win great prizes!

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## SE Brands 2019 | Sponsor Category Menu

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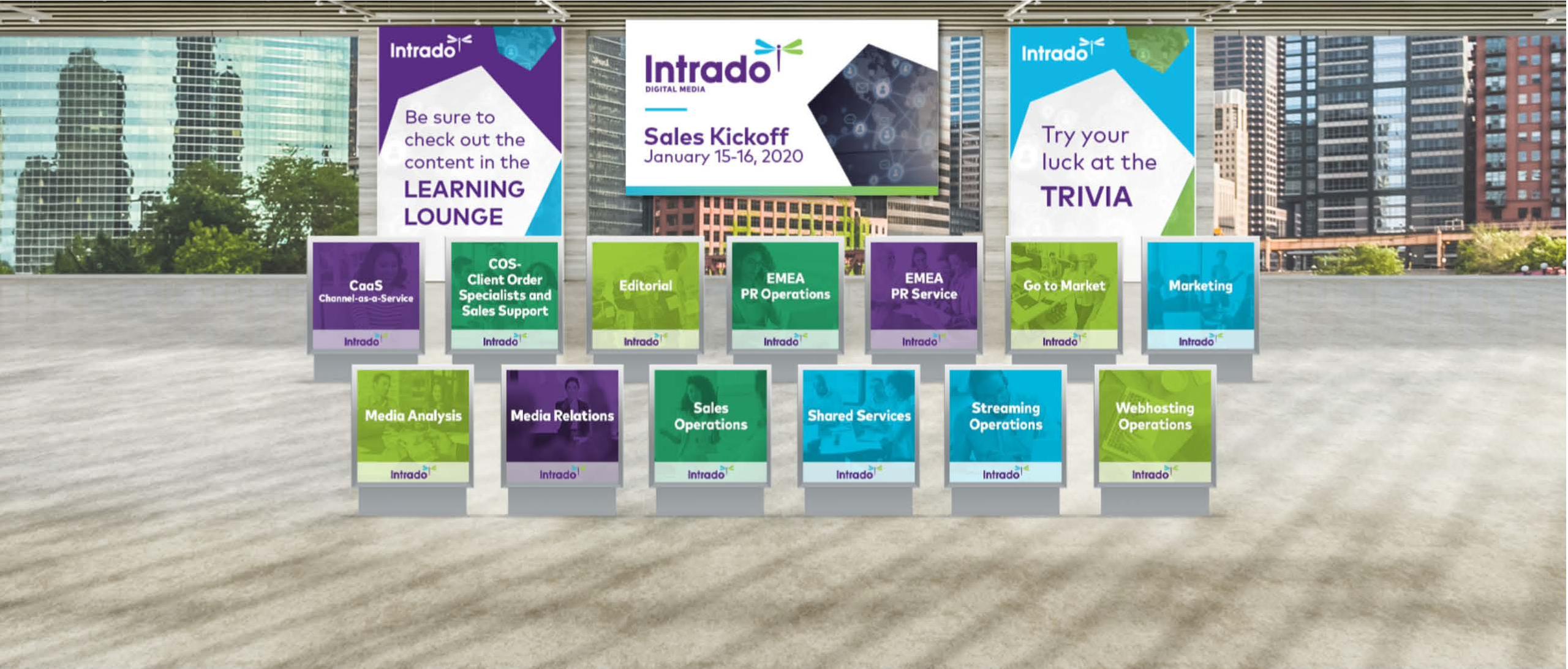
What's Your Decades Look? Post It To #IntradoDMSales2020

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## Intrado SKO 2020 | Team Exhibits

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# ★ WALL OF STARS ★

Click on photo to congratulate



Suzanne Murphy  
MVP AMERICAS



James Robbins  
MVP EMEA/APAC



Lynn Cappucino  
The Lifetime Achievement Award



Burgess Huntley  
Top Gun Award



Jacob Smith  
Best Supporting Actor Award



Dennis Callan  
Best Teamwork Award



Lauren McCann  
Best Teamwork Award



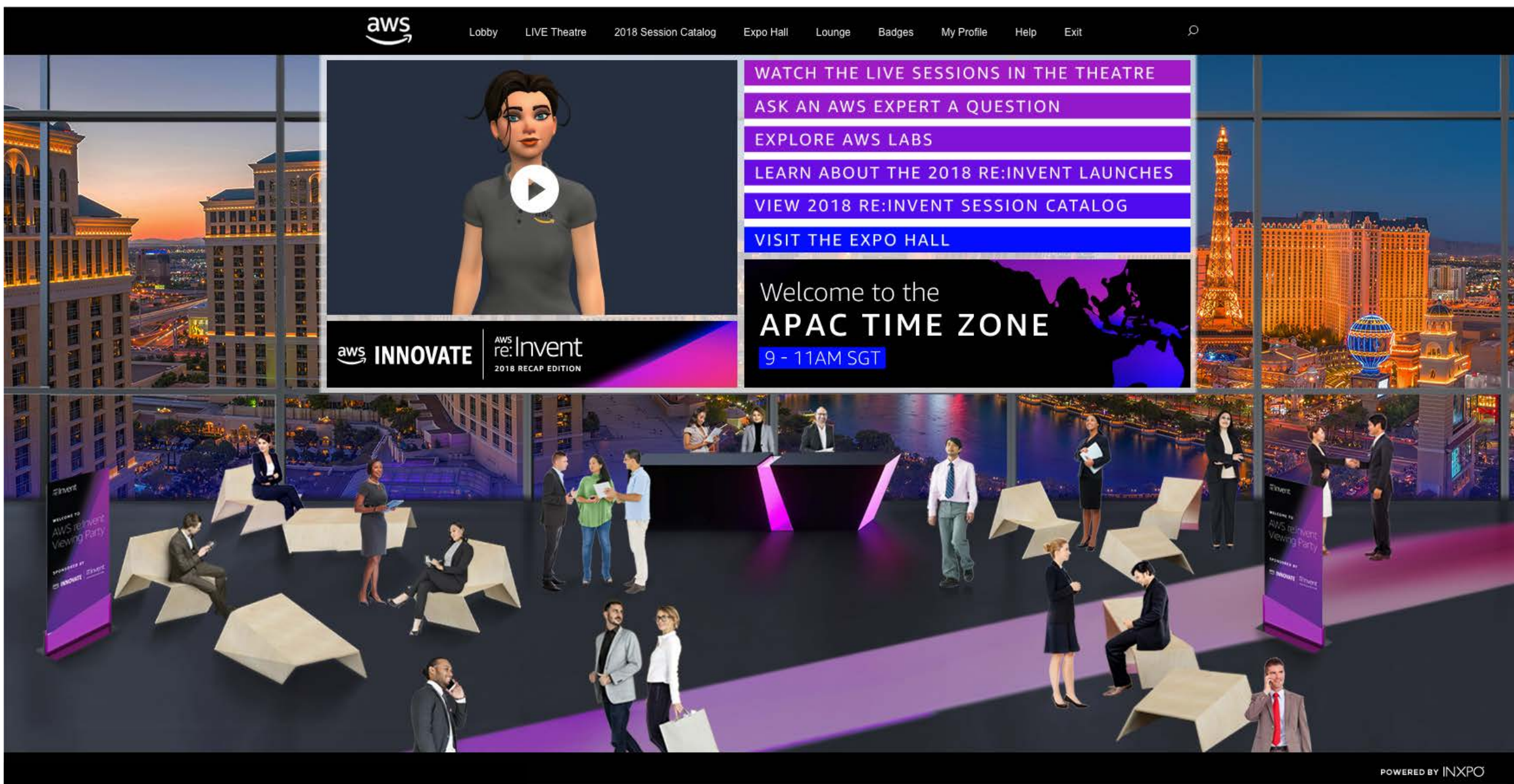
Jeff Heisler  
Cindy Barcelone  
Kristen Bibby  
Dennis Callan  
Ben Long  
Suzanne Murphy  
Ali Nowak  
Dave Orloff  
Cathy Prutsalis  
Matt Paluczak  
Eddie Senibaldi  
Carter Spellman  
Mike Silk

Americas East Region AM Team  
Team of the Year Award



Sales Kickoff  
January 15-16, 2020





## AWS Innovate – re:invent 2018 Recap Edition | Lobby

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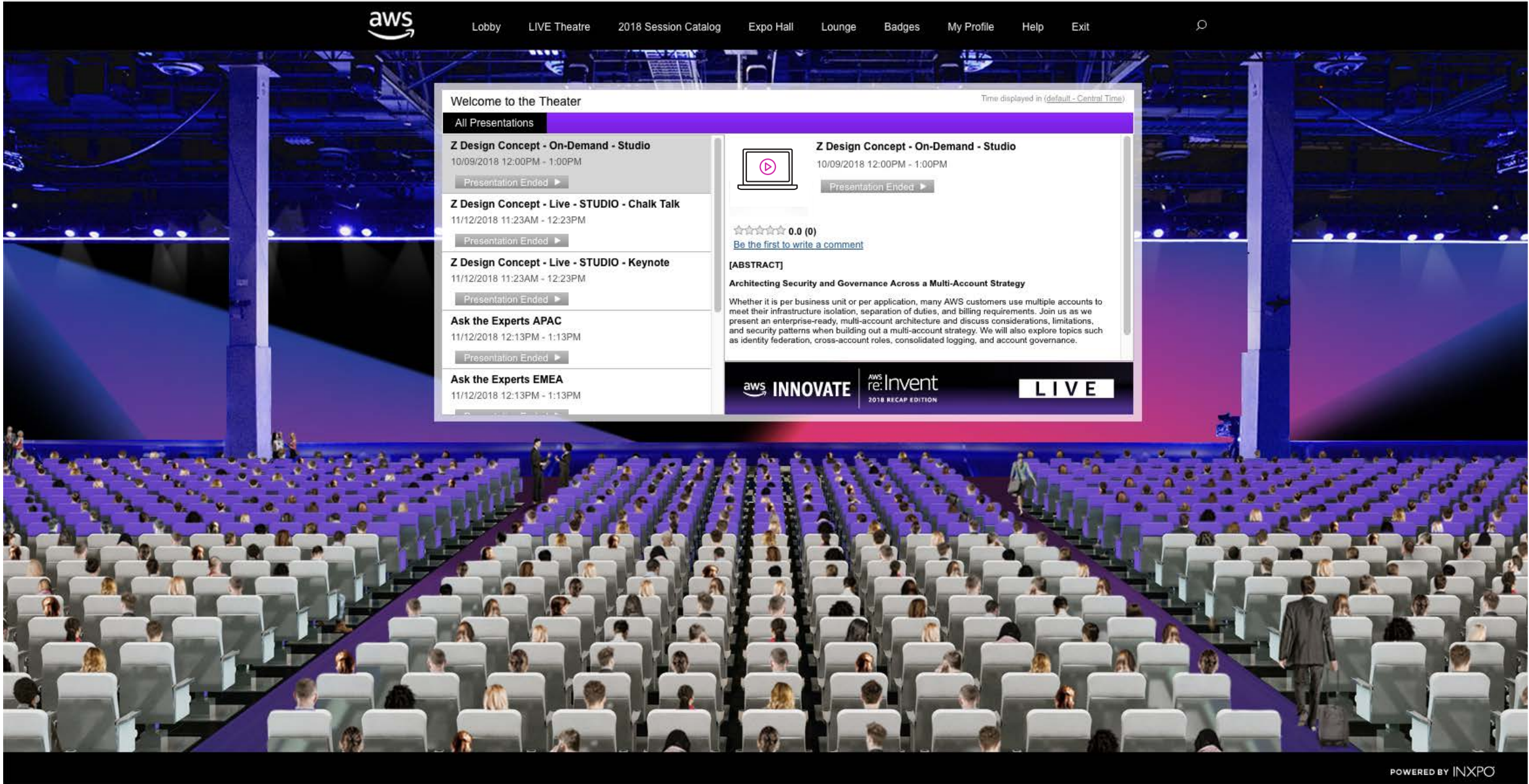


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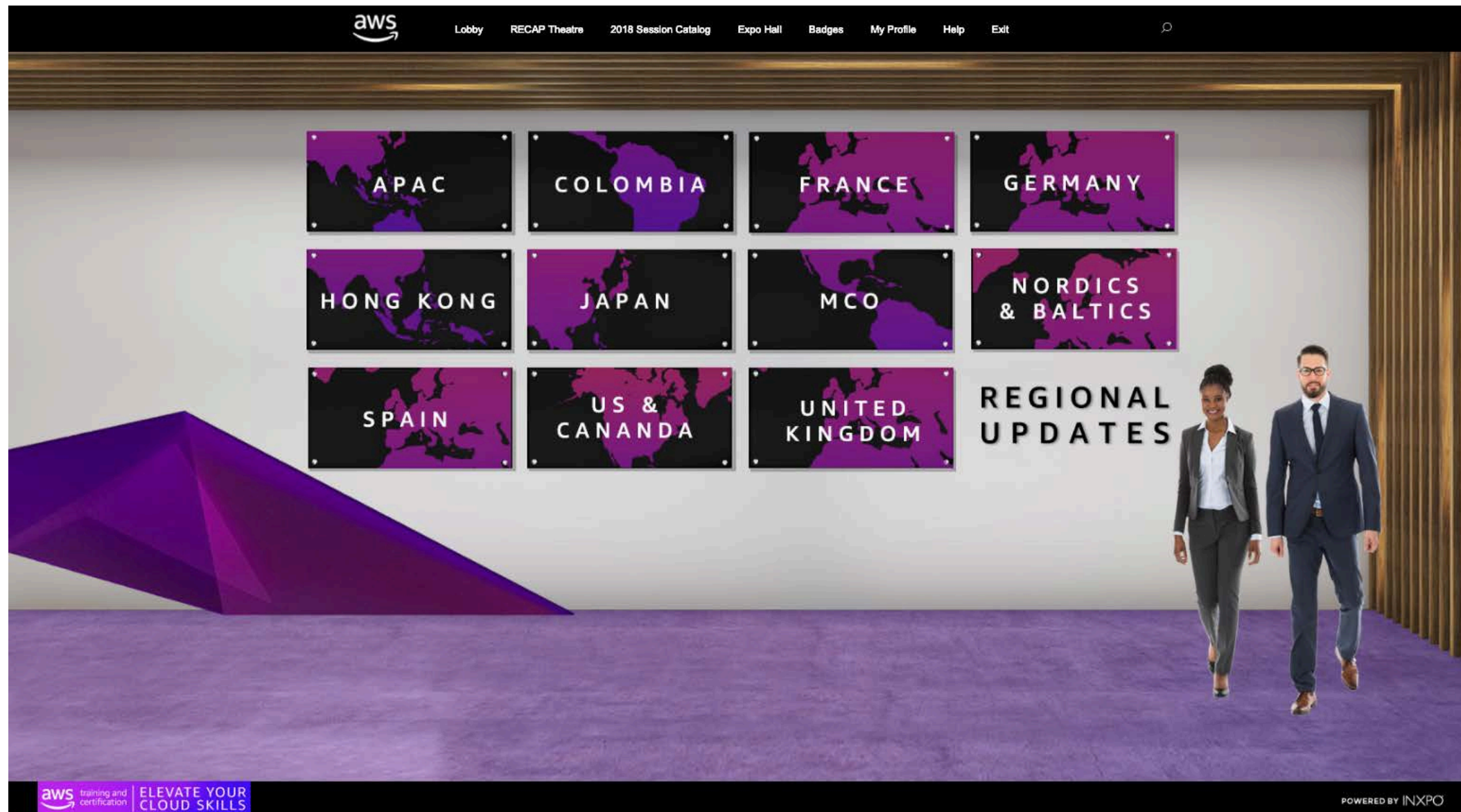




## AWS Innovate – re:invent 2018 Recap Edition | Theater

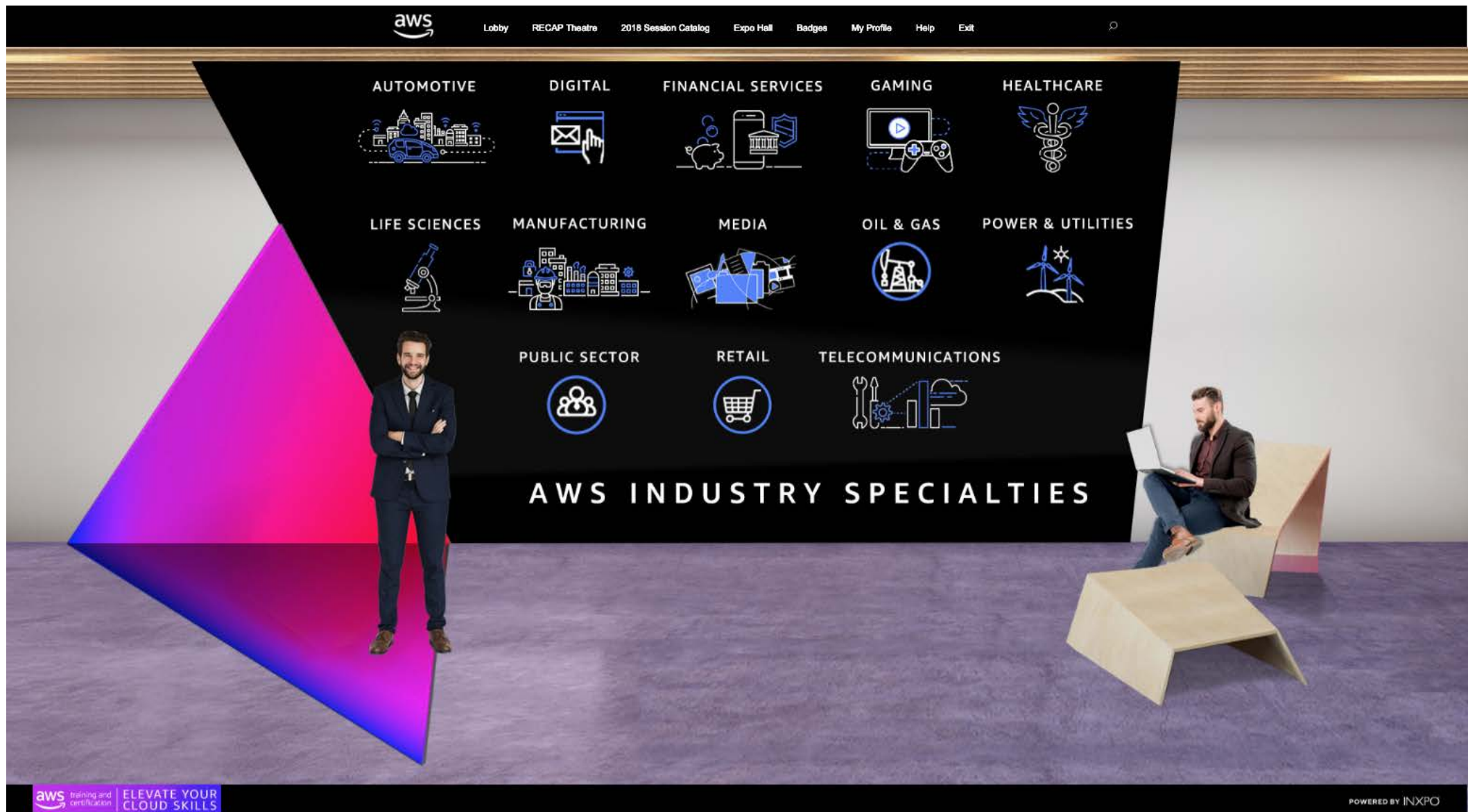
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## AWS Innovate – re:invent 2018 Recap Edition | Regional Updates

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## AWS Innovate – re:invent 2018 Recap Edition | Industry Specialties Directory

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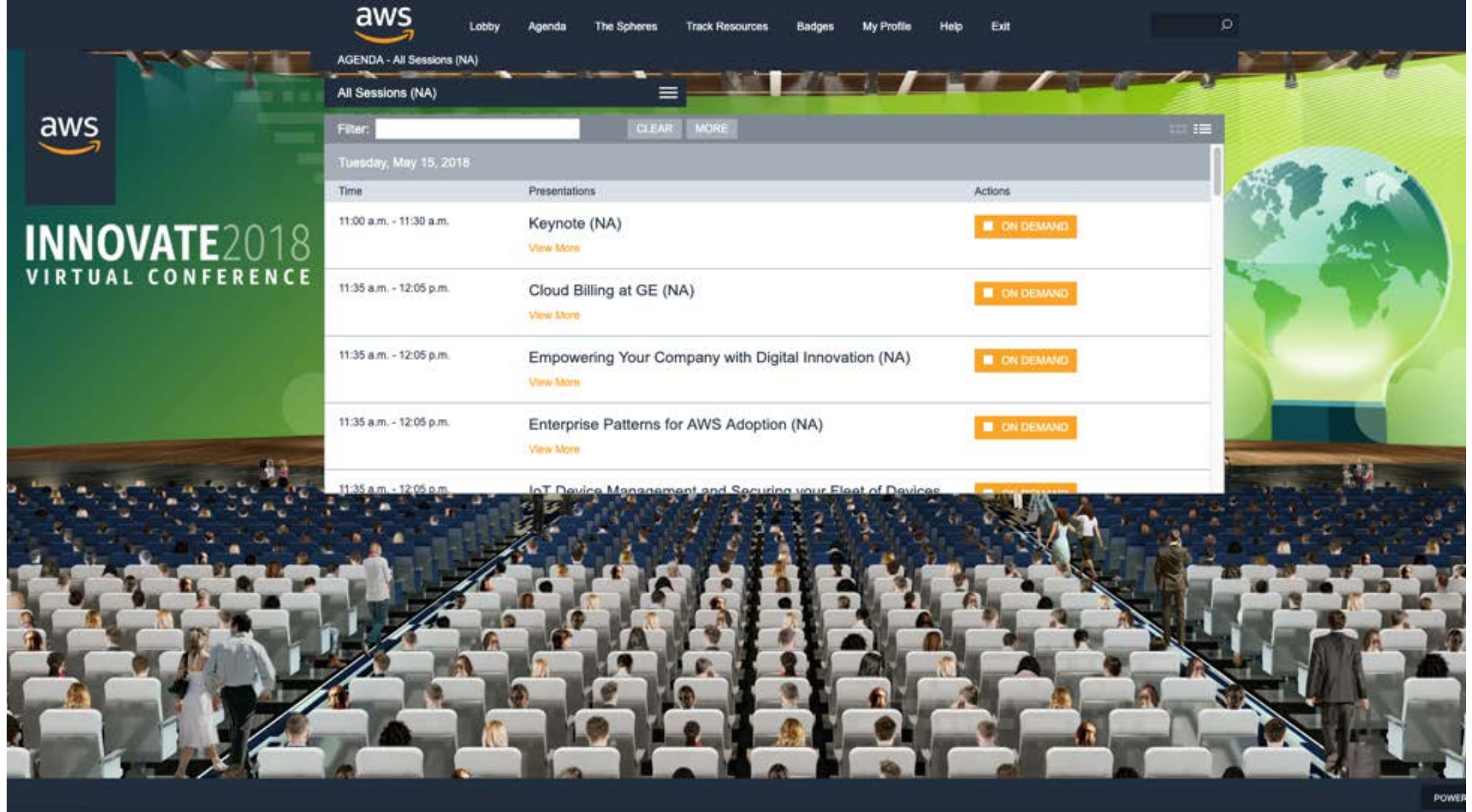




## AWS Innovate Global Accounts 2018 | Lobby

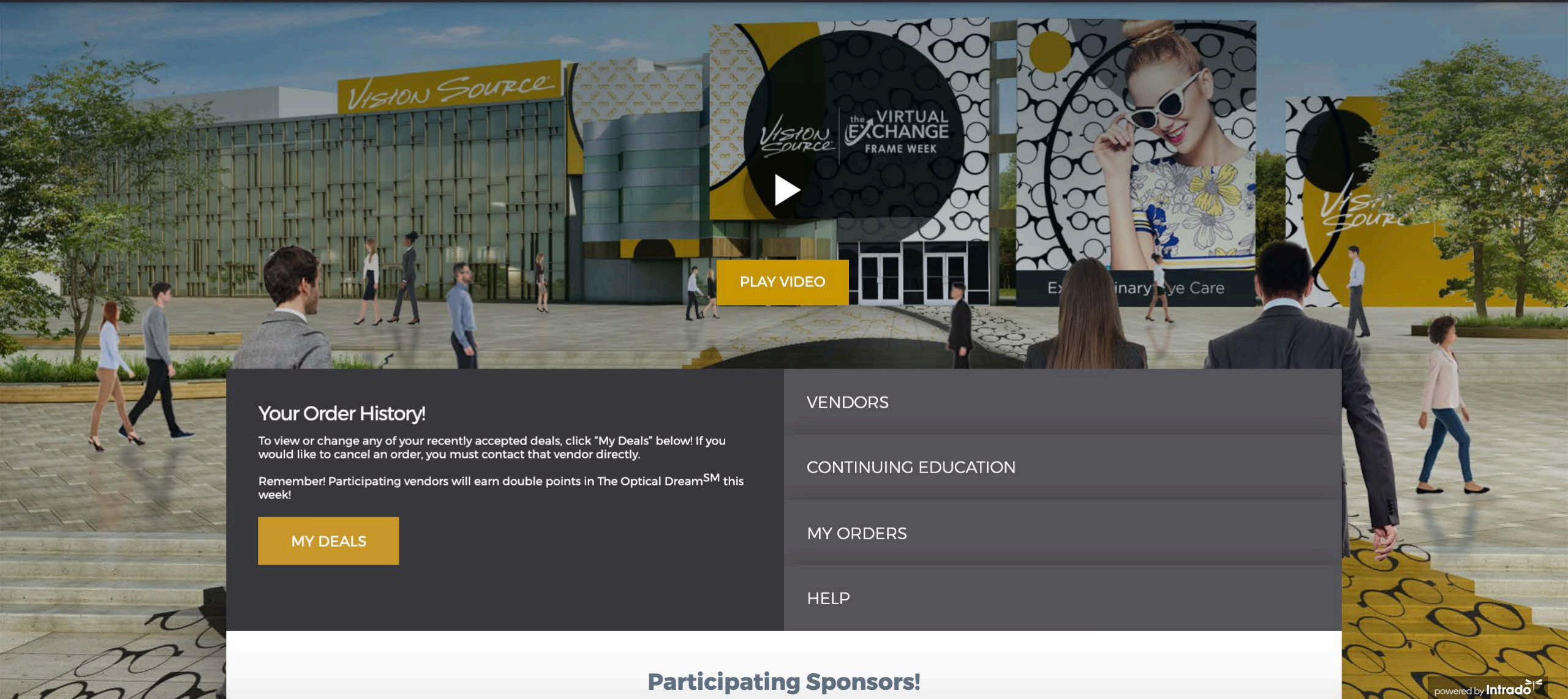
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## AWS Innovate Global Accounts 2018 | Theater





## Your Order History!

To view or change any of your recently accepted deals, click "My Deals" below! If you would like to cancel an order, you must contact that vendor directly.

Remember! Participating vendors will earn double points in The Optical Dream<sup>SM</sup> this week!

[MY DEALS](#)
[VENDORS](#)
[CONTINUING EDUCATION](#)
[MY ORDERS](#)
[HELP](#)

## Participating Sponsors!





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**TENI**

## Vision Source 2020 | Exhibit Hall



## Event Support

- Susan Amelang:  
Please ignore the previous message from Tia Stein ,  
thankfully I was able to log in to an authorized profile and  
complete the process in the correct way.
- Lydea (Support):  
**@Tia + Susan - I'm glad you were able to make the deal!  
Feel free to reach out with any further questions until 1  
pm CT today. Thank you!**
- Lydea (Support):  
**Thank you for attending Frame Week! The Help Desk is  
now closed. If would would like to change a deal you  
made, please contact the vendor via the email provided  
next to the applicable deal under the "My Deals" tab in  
the top navigation. Vendors will reach out to you after the  
event to finalize deals. Thanks and have a nice day!**

Enter Message Here

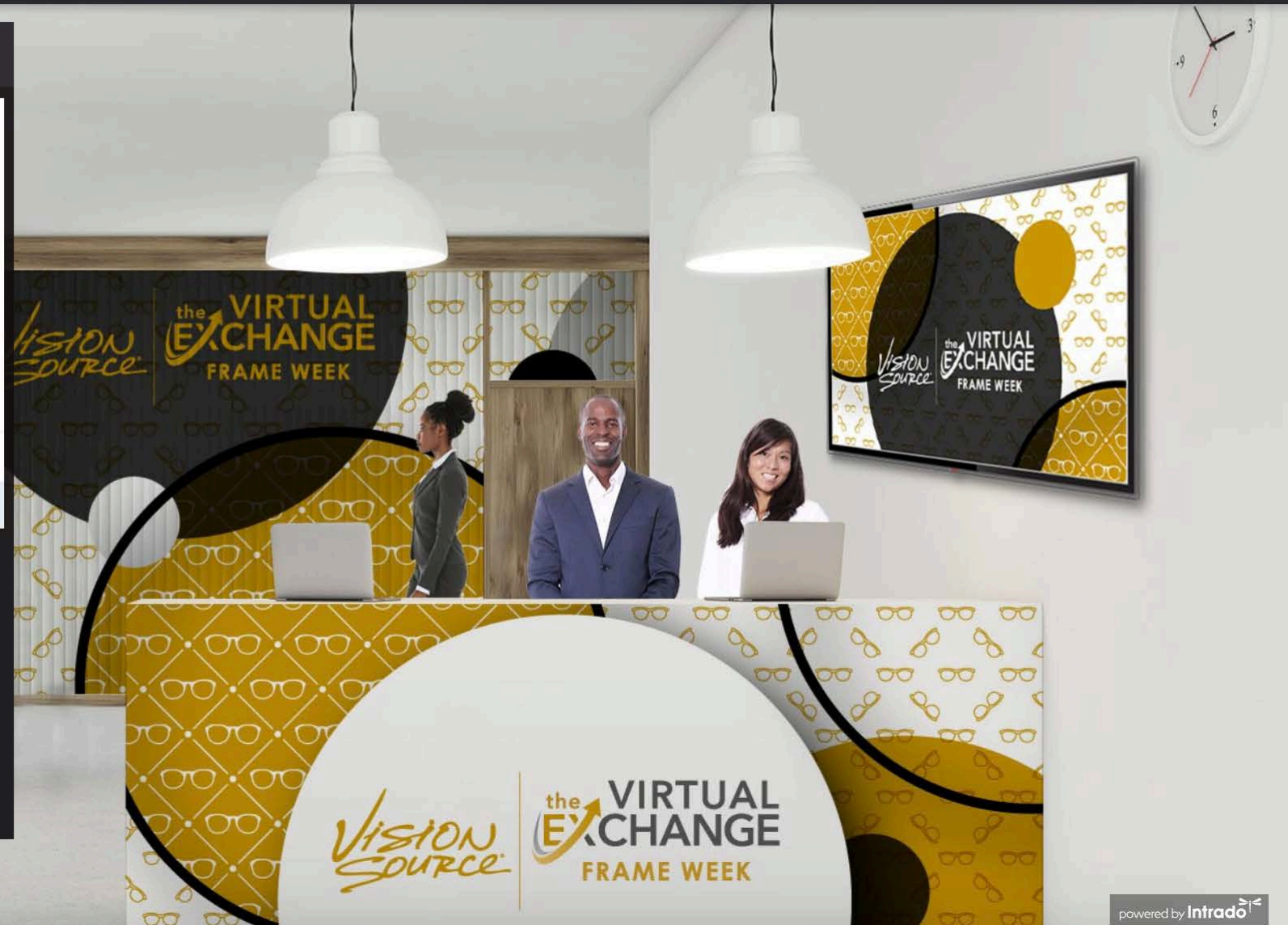


SEND

## Computer Tips

Be sure your system is ready to go for the event. Here are a few tips and tricks that will help. View Desktop Requirements, Tablet Requirements, Mobile Requirements and any other addition requirements by clicking on button below.

[VIEW COMPUTER TIPS](#)





# vmware® vFORUM ONLINE 2019

In partnership with  **VMUG**  
VMWARE USER GROUP

PLAY EVENT TUTORIAL 



VIEW FULL AGENDA



KEYNOTE



HANDS-ON LABS



BREAKOUT SESSIONS (ALL SOLUTIONS & VERTICALS)



SOCIAL MEDIA CENTER



EXHIBIT HALL



CHOOSE YOUR TRACK BELOW



English Sessions

Spanish Sessions

Portuguese Sessions

Accelerate Your Cloud Journey

Transform Network & Security

Empower the Digital Workspace

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# ALL SESSIONS

All Sessions

ACCELERATE YOUR CLOUD JOURNEY

TRANSFORM NETWORKING &amp; SECURITY

EMPOWER THE DIGITAL WORKSPACE

VERTICALS

English BREAKOUTS

Portuguese BREAKOUTS

Spanish BREAKOUTS

FILTER:

CLEAR

## BREAKOUTS

TRANSFORM NETWORK  
& SECURITY

PORTUGUESE

Wednesday, October 16, 2019  
12:00 p.m. - 01:00 p.m.How to Apply Consistent Security Across  
VMs, Containers and Bare Metal

● ON DEMAND



## BREAKOUTS

ACCELERATE YOUR  
CLOUD JOURNEY

PORTUGUESE

Wednesday, October 16, 2019  
12:00 p.m. - 01:00 p.m.Understand vSAN in Less than 1 Hour  
(Portuguese)

● ON DEMAND



## BREAKOUTS

EMPOWER THE  
DIGITAL WORKSPACE

PORTUGUESE

Wednesday, October 16, 2019  
12:00 p.m. - 01:00 p.m.Workspace ONE Innovations for Hyper-  
Personalized Employee Experiences

● ON DEMAND



## BREAKOUTS

EMPOWER THE  
DIGITAL WORKSPACE

PORTUGUESE

Wednesday, October 16, 2019  
12:00 p.m. - 01:00 p.m.Workspace One Intelligence. Automation,  
Dashboards and Reports Introduction

● ON DEMAND



## BREAKOUTS

ACCELERATE YOUR  
CLOUD JOURNEY

PORTUGUESE

## BREAKOUTS

ACCELERATE YOUR  
CLOUD JOURNEY

PORTUGUESE

## BREAKOUTS

TRANSFORM NETWORK  
& SECURITY

PORTUGUESE

## BREAKOUTS

ACCELERATE YOUR  
CLOUD JOURNEY

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## VMware vFORUM Fall 2019 | Theater

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# SOCIAL MEDIA CENTER

## EARN A PRIZE!

Post the event on social media for a chance to win a Yeti Hopper Flip 8 Cooler (a \$200 value)



TWEET #vforumonline



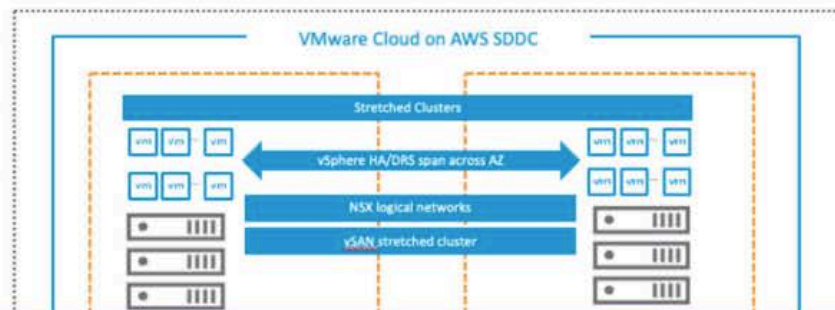
SHARE @vmware

### Tweets by @VMwareEvents



**VMware Events**  
@VMwareEvents

Want to learn more about #cloudeconomics? Join our deep dive webcast TOMORROW all about @VMwareCloudAWS. Register now: [bddy.me/2XuCO0m](https://bddy.me/2XuCO0m)



**VMware**  
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Be the first of your friends to like this



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VMware vFORUM Fall 2019 | Social Center

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## Solutions Showcase

[PLAY WELCOME VIDEO](#)

### Welcome to our Showcase

We are so glad you made it! Before you get started take a moment to watch our welcome video which will give you some tips on how to best navigate the environment and get the most out of your experience. Once you've done that, you are ready to dive into sessions, engage with our team and learn how Intrado Digital Media can help power your mission-critical communications and drive deeper connections with your audience.

[GET STARTED](#)

1. Select Your Sessions

2. Engage in Virtual Booths

3. Get Social: #IntradoShowcase

4. Browse Resource Library

5. Win Prizes

Welcome to the Intrado Digital Media Solution Showcase!

### Explore our Solutions



#### INTERNAL COMMUNICATIONS

Scalable, secure and measurable solutions to increase engagement and build trust in leadership.

[Learn More >](#)



#### INVESTOR RELATIONS

Whether you're reporting quarterly earnings, hosting investor days or broadcasting annual meetings, Intrado Digital Media supports your entire IR communications workflow.

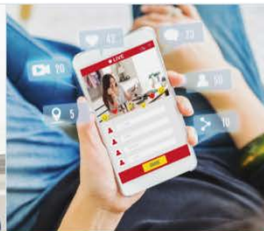
[Learn More >](#)



#### MARKETING

When you want to increase revenue and build your brand, elevate your campaigns with our integrated solutions.

[Learn More >](#)



#### PUBLIC RELATIONS

Simplify your workflow with our end-to-end tool that lets you listen, connect, publish, amplify and measure—all from one place.

[Learn More >](#)

### Thank you to our Participating Partners



## Intrado Solutions Summit | Lobby



# EMEA THEATER

All Sessions

General Sessions Track

Internal Communications Track

Investor Relations Track

Marketing Track

Public Relations Track



**Wednesday, December 4, 2019**  
 03:30 a.m. - 04:00 a.m.  
 Welcome EMEA to the Intrado Digital Media Solution Showcase

ON DEMAND



**Wednesday, December 4, 2019**  
 04:00 a.m. - 04:30 a.m.  
 Media Monitoring & Social Listening (Powered by Notified) for IR in EMEA

ON DEMAND



**Wednesday, December 4, 2019**  
 04:00 a.m. - 04:30 a.m.  
 PR Solution Workflow for EMEA (Powered by Notified)

ON DEMAND



**Wednesday, December 4, 2019**  
 04:00 a.m. - 04:30 a.m.  
 PR Solution Workflow for Marketing in EMEA (Powered by Notified)

ON DEMAND



**Wednesday, December 4, 2019**  
 04:00 a.m. - 04:30 a.m.  
 Webcasting (Powered by Studio) for EMEA

ON DEMAND



**Wednesday, December 4, 2019**  
 04:35 a.m. - 05:05 a.m.  
 IR Webcasting & IR Websites for EMEA

ON DEMAND



**Wednesday, December 4, 2019**  
 04:35 a.m. - 05:05 a.m.  
 Media Database for EMEA

ON DEMAND



**Wednesday, December 4, 2019**  
 04:35 a.m. - 05:05 a.m.  
 Video Portals for EMEA

ON DEMAND



Intrado Solutions Summit  
EMEA Theater



## #IntradoShowcase

Participate in the social conversation by posting with the hashtag.

## Intrado Solutions Summit Social Media Sparkle Board

INTRADO DIGITAL MEDIA  
a month ago

Want to elevate your #marketing and #communications strategies in 2020? Our #IntradoShowcase featured product demos and best practices. And it's all available on demand: <https://www.westuc.com/en-us/blo...>

INTRADO DIGITAL MEDIA  
2 months ago

That's a wrap on #IntradoShowcase! Thanks to everyone who made this event a success - we're proud to offer you the solutions you need to supercharge your communications and engage your audiences.

INTRADO DIGITAL MEDIA  
2 months ago

Our NYC office is ready for the final round of presentations in #IntradoShowcase!

INTRADO DIGITAL MEDIA  
2 months ago

@ctmyers02 is sharing some great information on press release distribution with our #IR audience at #IntradoShowcase. There's still time to join us here: <https://l.westuc.com/digital-med...>

INTRADO DIGITAL MEDIA  
2 months ago

Sean Keen is pulling out all the stops to highlight our #Webcasting capabilities at #IntradoShowcase - he even brought in "Sean from the Past." You're missing out if you're not here! Join us: <https://l.westuc.com/digital-med...>

INTRADO DIGITAL MEDIA  
2 months ago

North America! We're LIVE for #IntradoShowcase! @s57benchodor and Daniel Lotzof are welcoming everyone now - join us here: <https://l.westuc.com/digital-m...>

INTRADO DIGITAL MEDIA  
2 months ago

Discover the tools you need to engage your audiences.

AMBASSADOR  
2 months ago

Who's with us at #IntradoShowcase? You can still save your spot and join us this afternoon and tomorrow! <https://hubs.ly/H0m3yrj0>

NIKKOLE COUTURE  
2 months ago

We're talking #IR, #PR, #Marketing, and #InternalComms today on our #IntradoShowcase for EMEA! Still time to join me for hints and tips to crush your comms in 2020 <https://l.westuc.com/digital-med...> @s57benchodor

INTRADO DIGITAL MEDIA  
2 months ago

Watching our live sessions and visiting with our partner booths at our #intradoshowcase

INTRADO DIGITAL MEDIA  
2 months ago

Imagine having everything you need to communicate with employees, customers, investors and the media. That's what #IntradoShowcase gives you! We're wrapping up APAC now - EMEA and NA, you're next! Register now: <https://l.westuc.com/digital-med...>

RAMP  
2 months ago

Be sure to join us tomorrow at 8:30 a.m. ET for the #IntradoShowcase, a virtual event diving into the tools, strategies and resources you need to crush your 2020 #communications and #marketing goals. <http://ow.ly/2yPA50xrQXk>

INTRADO DIGITAL MEDIA  
2 months ago

We're wrapping up #IntradoShowcase in EMEA. North America, you're next! We'll be live tomorrow (December 5) at 10:30 AM ET. Join us there! <https://l.westuc.com/digital-med...>

INTRADO DIGITAL MEDIA  
2 months ago

Excited to see what @redteamleader has in store for us in this #IR presentation at #IntradoShowcase. We're live in EMEA right now - join us! <https://l.westuc.com/digital-med...>

BEN CHODOR  
2 months ago

Our global follow the sun in EMEA, APAC and North America #IntradoShowcase is live so join now: <https://lnkd.in/dhdUEJv> Notified Ambassador Software Intrado Corporation Digital Media check out the live and on-demand sessions! W/ @Gerard McNamara...

INTRADO DIGITAL MEDIA  
2 months ago

@marawillemin is serving up some #referralmarketing knowledge at #IntradoShowcase! It's not too late to join the APAC event - login now: <https://l.westuc.com/digital-med...>

KRISTOPHER STENKULA  
2 months ago

We're wrapping up #IntradoShowcase in EMEA. North America, you're next! We'll be live tomorrow (December 5) at 10:30 AM ET. Join us there! <https://l.westuc.com/digital-med...>



# AWS re:Invent

ON-DEMAND

## Welcome to AWS re: Invent

We are glad you are here. To make sure you have the most successful event experience, please explore all areas in the directory below.

Watch On-Demand Sessions

Engage with Sponsors in the Hub

Network in the Lounge

Download Event Material in the Resource Center

POWERED BY INXPO

## AWS Re:Invent | Lobby

Confidential and Proprietary



# SESSIONS

View on-demand presentations and videos from re:Invent 2018 which include deep technical content, hands-on learning opportunities, and access to AWS experts

FILTER:

CLEAR

MORE



DAILY re:Cap  
THURSDAY  
NOV. 30, 2017

AWS  
re:Invent

Daily re:Cap Thursday

ON DEMAND



AWS  
re:Invent

AWS re:Invent 2016 Keynote: Andy Jassy

ON DEMAND



AWS re:INVENT 2017  
PUB CRAWL  
WEDNESDAY, NOVEMBER 29

AWS re:Invent 2017 - Pub Crawl Expands!

ON DEMAND



AWS re:INVENT 2017  
SESSION CONTENT

LAS VEGAS  
NOV. 27 - DEC 1, 2017

AWS re:Invent 2017 - Session Content

ON DEMAND



## AWS Re:Invent | Sessions





Thank You





## 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**



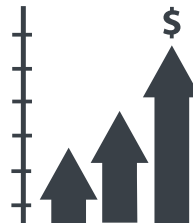
**Inconsistent messaging**



**Inability to measure impact**



**Slow time to market**



**Incremental revenue growth**



**Rising costs in travel and  
accessibility to key stakeholders**

**Lack of engagement**

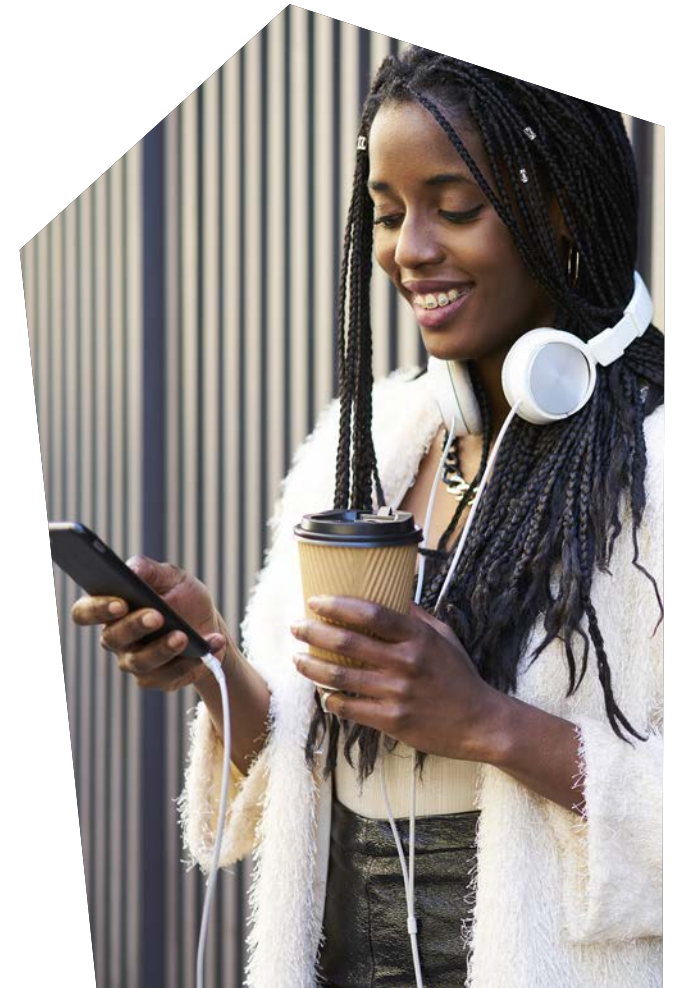


## Key Benefits

**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





## 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

## Benchmarks

**45%**

of registrants attend live.

**16%**

of those that attended live return to view on demand.

**10%**

of those registered and did not attend live attended on demand.

**40%**

of attendees' time is spent participating in presentations.





## 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



## 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.



**Lobby**



**Auditorium/Theater**



**Resource Center**



**Sponsor Space**



**Exhibit Hall**



**User Profile**



**Help Desk**



**Networking Lounge**



**Activity Badge Center**



**Games**



**Meeting Room**



**Prize Center**



**Feedback Surveys**



**See Who's Here**

The industry's leading mobile experience supporting iOS, Android and Windows users.

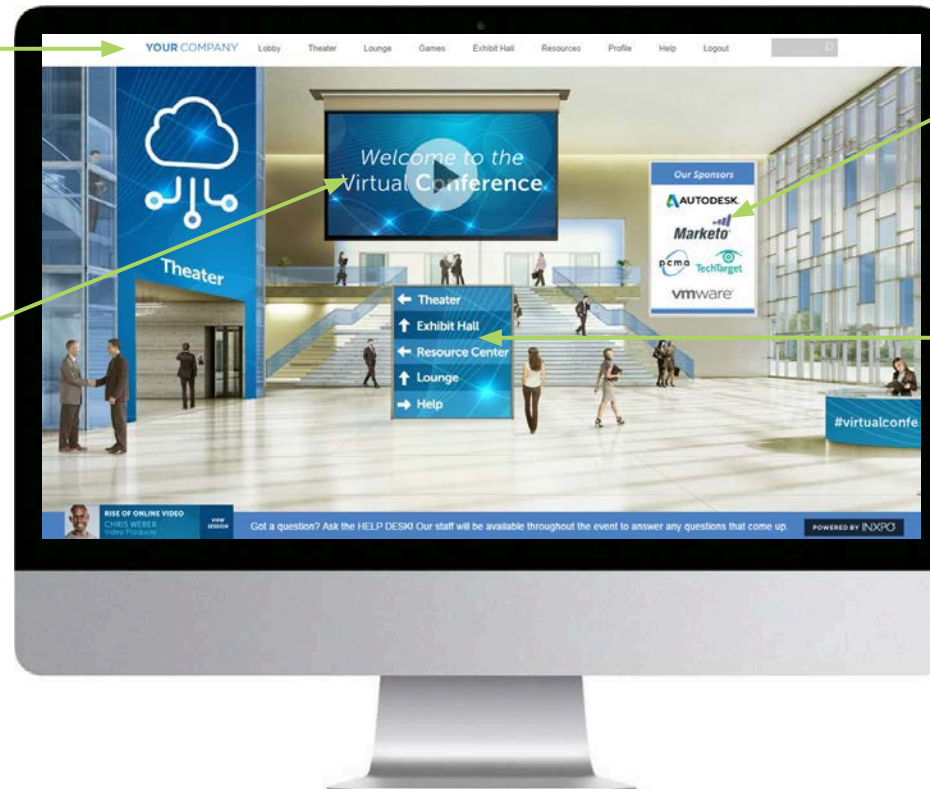


## Universal Space

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.

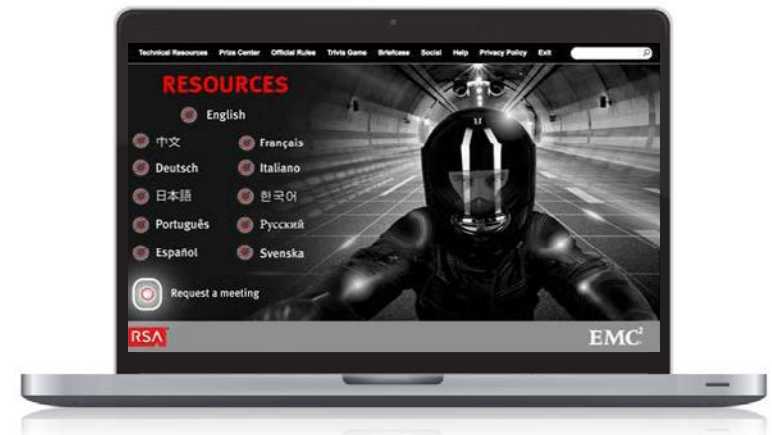
## Case Study: RSA Security Analytics - Global Product Launch

### 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



## About Intrado Digital Media

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

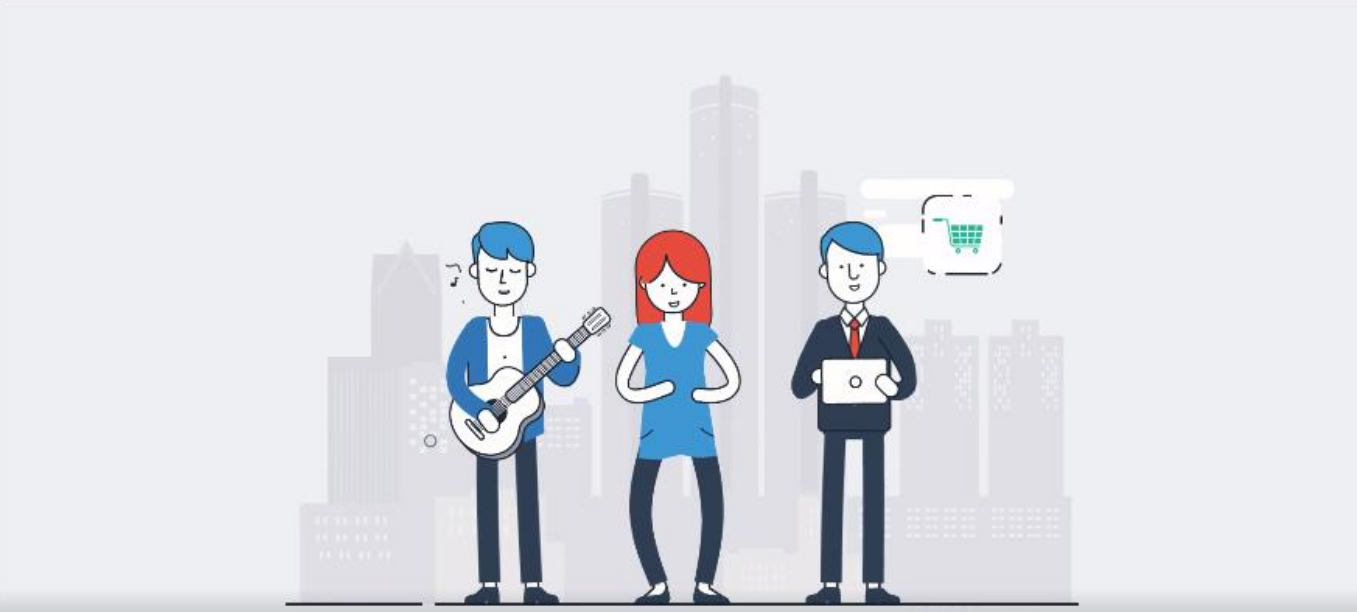





## Ambassador

Ambassador, a West Company, is the industry's leading word-of-mouth marketing technology enabling companies to run referral, affiliate, influencer, partner, and advocate marketing programs on one platform. Trusted by the world's most recognizable brands - like HP, Zillow, and Ria - we help you acquire more of your best customers, faster, by leveraging the power of word-of-mouth.


Currently there are no users online.




0:04 / 1:40Speaker iconFullscreen iconMore options icon




Overall Explorer




Affiliate



Influencer



Partner



Referral









## Jay Baer

Jay Baer's Convince and Convert is an experienced, highly focused analysis and advisory firm that creates effective, best-in-class digital marketing strategies for the world's most interesting organizations. We use a framework of four success pathways to show brands how to methodically optimize digital marketing programs to make them remarkable. Led by Jay Baer, a 24-year digital marketing veteran and inductee into the word of mouth marketing hall of fame, Convince and Convert's team of experience strategists work with the world's most interesting brands to double their digital effectiveness.

Currently there are no users online.

Documents and links		Sort by: <span>Display Order</span>
	<b>WOM Master Class</b> Date: 5/9/2019 10:07 AM General	- <a href="#">Open</a>   <a href="#">Save</a>
	<b>Chatter Matters: Word-of-Mouth eBook</b> Date: 5/6/2019 1:53 PM Literature	- <a href="#">Open</a>   <a href="#">Save</a>
	<b>Content Marketing Class</b> Date: 5/6/2019 1:54 PM General	- <a href="#">Open</a>   <a href="#">Save</a>
	<b>What Great Brands Do eBook</b> Date: 5/6/2019 1:55 PM General	- <a href="#">Open</a>   <a href="#">Save</a>

Previous Booth

Next Booth



## Transform Networking & Security

VMware's software-based approach is delivering a networking and security platform that enables

customers to connect, secure, and operate an end-to-end architecture to deliver services to the application wherever it may land.

Staff

Guests

Currently there are no users online.

Videos

Transform Networking & Security Sessions

Handouts

Forrester/Gartner/ESG Papers

Dummies Guides

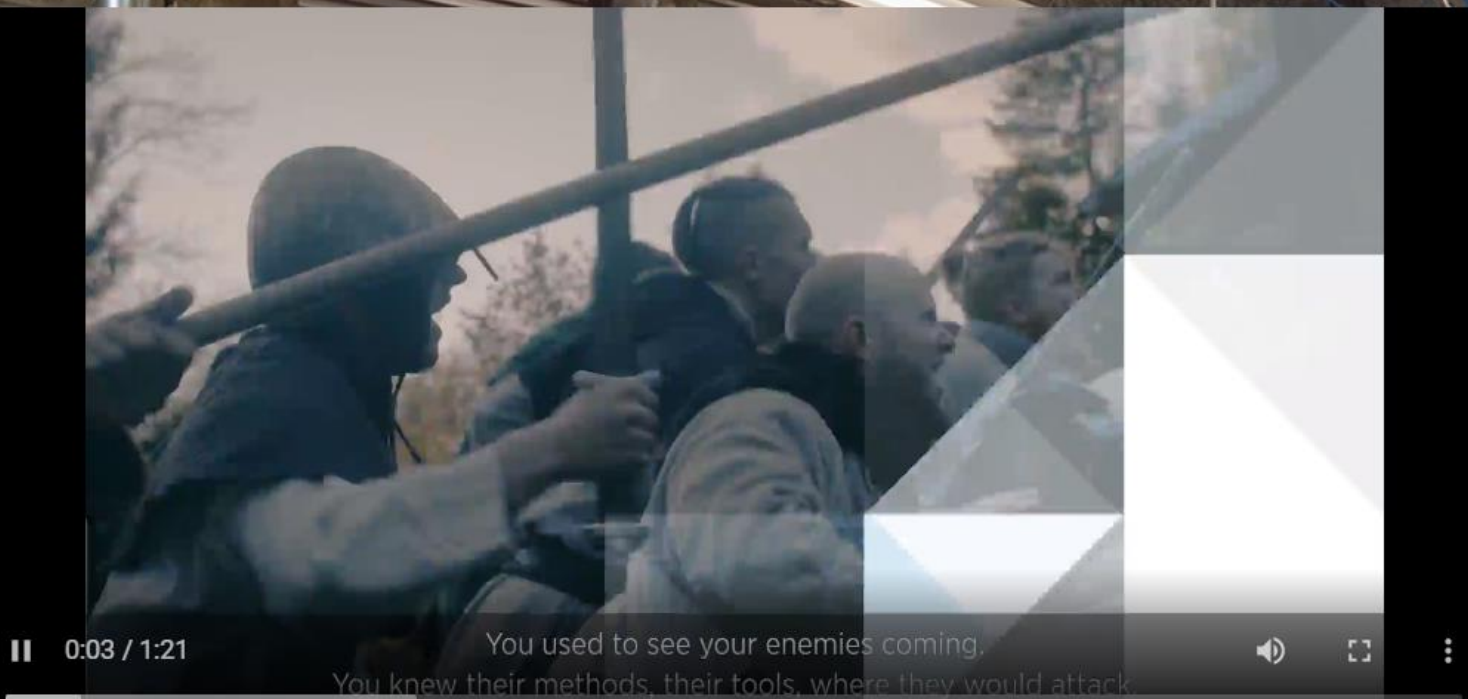
NSX Page-Turners

Links

Webcasts

Customer Success Stories

Hands-On Labs



Transform Networking Security



VMware's Virtual Cloud Network - Software First



VMware CEO Pat Gelsinger Introduces the



Sharpen Your Edge with VMware Virtual Cloud



VMware NSX Introduction



VMware NSX Security and Micro-segmentation



Automated Security powered by Intrado

[Previous Booth](#)[Next Booth](#)

## Demo

INXPO's Event Cloud® empowers organizations to leverage video to reach their stakeholders through engaging online events – on any device, at any time. Our solutions for Marketing, Corporate Communications, Training and Sales Enablement are trusted by

many of the world's most esteemed enterprises, including Aon, Cisco, Gap, Microsoft and UnitedHealthcare, to create memorable online experiences.

[Staff](#)[Guests](#)

Currently there are no users online.

[Chat With Us](#)[Demo](#)[BTV](#)[Best Practices](#)[INXPO Website](#)[Direct INXPO website](#)

### Documents and links

Sort by: [Display Order](#)**BTV Solutions**

Learn more about BTV  
Date: 1/8/2020 10:32 AM  
General

[Open](#) | [Save](#)**INXPO Website**

our website.  
Date: 1/8/2020 10:32 AM  
General

[Open](#) | [Save](#)**TEST Add On**

Date: 1/8/2020 10:33 AM  
General

[Open](#) | [Save](#)

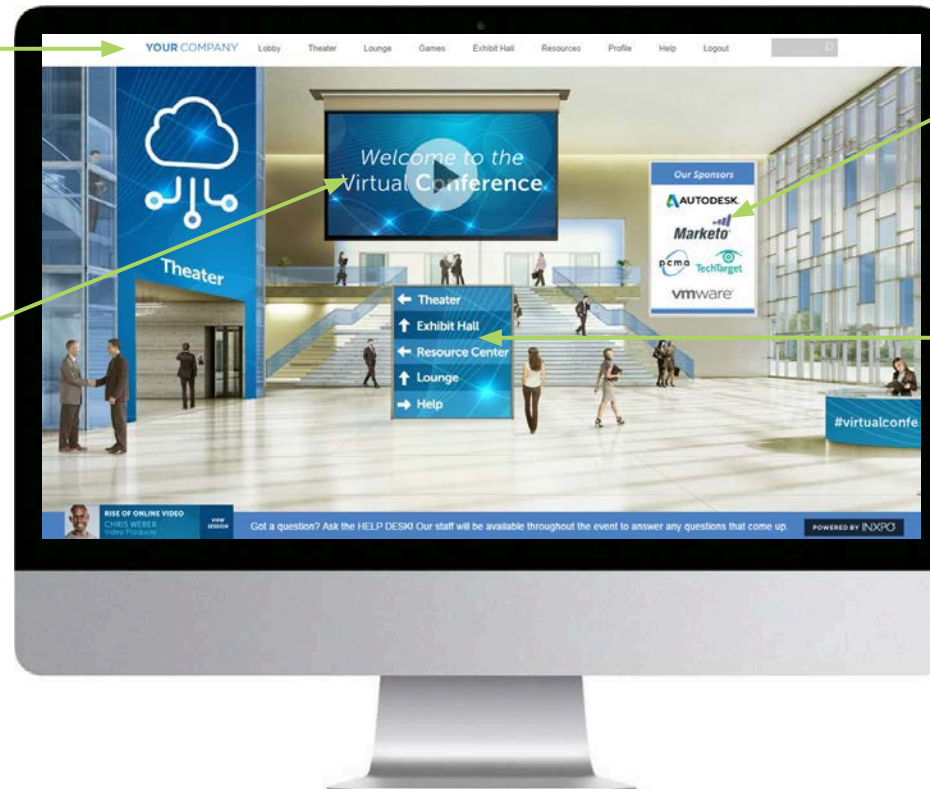


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