



INTERCALL®

EVENTCENTER

▶ DELIVER COMPELLING WEBINARSSM AND ONLINE EVENTS

In today's business environment of tightened budgets and shrinking resources, marketing professionals are searching for ways to deliver their messages to the greatest number of the most qualified individuals. Maximizing opportunities for gathering actionable leads is at the top of many marketers' lists.

EventCenter, powered by WebEx™, provides everything needed to deliver cost-effective and successful online events – from event planning and promotion, to delivery and post-event follow up and campaign reporting. With EventCenter, you can deliver many compelling webinars or online events for less than the cost of holding just one on-site.

▶ RELY ON EVENTCENTER

- Generate more leads to feed your sales pipeline by hosting targeted webinars for up to 3,000 attendees.
- Automatically qualify event registrants and attendees using a customizable registration form with lead scoring capabilities.
- Increase the frequency and relevancy of prospect communications by sending customized event invitations and follow up communications.
- Keep attendees riveted with a full array of multimedia presentation capabilities.
- Measure the results of programs with a user-friendly report builder.

▶ EVENTCENTER FEATURES

Virtual Auditorium Reach large audiences through your browser and avoid venue, travel and hotel expenses.. Touch more prospects more often and reduce per-lead costs.

PowerPanels™ Deliver full-screen views for your attendees while you manage events behind the scenes. Use floating panels to track attendee activity, respond to questions presented in chat and review poll results.

In-Session Alerts Get audio and visual alerts so you can respond to attendee needs when in full-screen view mode.

Multimedia Content Present PowerPoint™ presentations complete with animations, transitions, Flash™, 3D objects and streaming video.

Document and Application Sharing Share documents, demonstrate software and whiteboard ideas in real time.

Multiple Panelists Bring in speakers from different locations on a single event.

Panelists Entrance and Prep Room Panelists enter the event separately from attendees and can go to a private "practice room" for last-minute rehearsal out of attendees' view.

Q&A and Chat Increase interaction with a threaded Q&A feature that pairs questions with responses.

Personalized E-mail Templates Increase attendance by creating attractive HTML or text emails using our templates.

Automated Email Management Send out invitations, confirmations, reminders and follow-up emails automatically.



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Last Rev. 9.9.05

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Persistent Media Panel Post speaker photos and biographies or video.

iCalendar Support Simplify scheduling using Outlook™ and Lotus Notes™ calendar integration.

Polls and Surveys Measure event effectiveness and gather feedback for future events.

Registration and Reporting Customize event registration, track answers to qualifying questions then upload the results to CRM systems for fast sales follow-up.

Lead-Source Tracking and Automated Lead Scoring Identify your highest quality and most cost-effective lead sources.

Record, Edit and Playback Record events for reuse and review. Post seminar recordings to pull in more leads.

Cross-Platform Support Welcome attendees who are using Windows, Mac, Linux and Solaris operating systems.

For more information about EventCenter
please visit www.intercallcenters.com and click on the EventCenter logo or contact your sales representative.



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