

# Go Virtual and Create a Cost-Effective, Interactive, Highly Effective Event: We're Here to Help

Cisco WebEx  
Virtual Conferencing Service  
Service Data Sheet



## Highlights

- Reach a world-wide audience anytime – anywhere
- Reduce travel and event costs
- Reduce carbon footprint
- Provide content that can live on-demand long after the event has ended
- Track attendee behavior with key data and reporting metrics
- Deploy a completely virtual venue or combine with a physical event to create a “hybrid” event venue
- Count on Cisco® Services to help you every step of the way

Realize the full value of your collaboration investment with smart, personalized services delivered by Cisco.

## Challenge

To compete in today's global business environment, organizations must be able to effectively communicate and collaborate, responding rapidly to change across all geographic boundaries. Travel and event budgets are tightening, audiences are more geographically dispersed, and messages are growing more complex.

As a result, virtual events are becoming increasingly more popular. But choosing the right platform is crucial. Allow Cisco Services to provide a solution that enables you to host a compelling virtual event that will maximize your results at a fraction of the cost associated with in-person events.

## Solution

Cisco Services provides the critical expertise your organization needs to make sure your virtual event is successful. No matter the size of your event – from a virtual meeting room to a complete, immersive virtual conference center – we'll help you choose the platform that best meets your event needs.

To quickly realize the greatest value, engage our experts early in the planning process. Our services team will help you assess network bandwidth requirements, establish a clear project blueprint, help you organize content and delivery options, and create an event that will satisfy your business objectives.

## Cisco WebEx Services Offer the Best of All Worlds

Every event is unique. That is why Cisco Services will work with you every step of the way to make sure your virtual event is designed to give you the options you need to deliver the most dynamic event possible. Your

Table 1 shows a sample of a project blueprint

Cisco WebEx Proposal Phase	Event Strategy Event Design Setup & Planning	Event Design Setup & Planning	Event Design Setup & Planning	Live Event!	Event Follow-up
<b>Secure</b> Goals & Objectives Requirements Sponsorship Success Criteria Key Themes Budget & Timeline RFP / Proposal Demonstrations Vendor Selection	<b>Plan</b> Project Kick-off Event Strategy Project Mgt. Plan Training Plan Support Plan Registration Plan Graphics/Collateral Template Selection Master Schedule	<b>Design</b> Plaza/Concierge Auditoriums Exhibit Halls Sponsor Booths Networking Navigation Keynotes Breakouts Integrations	<b>Implement</b> Training Support Content Development Auditoriums Exhibit Halls Sponsor Booths APIs / Integrations Consultation/Dry-run Acceptance Testing	<b>Operate</b> LIVE EVENT LiveStream Production Breakout Assists Frontline Support Backline Support Metrics / Reporting Event Recording Archiving On-demand Event	<b>Optimize</b> Event Survey(s) Lessons Learned Business Results Best Practices Project Wrap-up

event environment can be deployed as a completely virtual venue or combined with a physical event to create a “hybrid” event venue. Plus, you can have access to sophisticated tools, including a registration engine; a metrics and reporting feature; an immersive online environment with virtual places such as lobbies, auditoriums, and breakout rooms; and options to showcase keynote speakers, all delivered as a broadcast-quality video webcast.

Our virtual event solutions include the ability to deliver multiple live and on-demand content options with lots of interactivity for virtual attendees. Aside from the most progressive technology, each deployment also includes our experienced team of event strategists, production services, video, network, and IT specialists.

Cisco Services can help you maximize attendee participation and add value to your virtual events. For example, cost-effectively produce an inviting conference of any size that features a simple, menu-driven main “lobby” as well as multiple webcasts, high-quality Cisco WebEx video streams, and a mix of online text-based and audio Q&A.

Count on Cisco Services to provide:

- Project consulting
- Conference registration
- Event strategy and consulting
- Event production services
- Engineering input and assistance
- Audio/video production services

### Benefits

- Securely reach a geographically dispersed audience in multiple time zones
- Effectively reduce event and travel costs
- Access sophisticated tools and reporting metrics
- Encourage networking and interactivity through breakout sessions and virtual lounges at a fraction of the cost of in-person conferences
- Stream keynote addresses and share presentations, applications, and video in real time
- Deliver a transparent experience, from coordination and registration to event follow-up and post-event, on-demand offerings
- Provide content that can live on-demand long after the event has ended

## Why Cisco Services

**Cisco Services make networks, applications, and the people who use them work better together.**

Today, the network is a strategic platform in a world that demands better integration between people, information, and ideas. It's a network that works better when services, together with products, create solutions aligned with business needs and opportunities.

The unique Cisco Lifecycle approach to services defines the requisite activities at each phase of the network lifecycle to help ensure service excellence.

For more information about Cisco WebEx Virtual Conferencing Service or other Cisco Services, visit [http://www.cisco.com/en/US/products/ps10961/serv\\_group\\_home.html](http://www.cisco.com/en/US/products/ps10961/serv_group_home.html) or contact your local Cisco account manager.



Virtual Conference Center



Virtual Meeting Room

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