



# VCALL PODCASTING



## EXTEND YOUR REACH WITH PODCASTING

Vcall Podcasts combine ease of use and portability to help you reach a wider audience than ever before. Vcall converts your webcast event into a portable audio file that can be used on any MP3 player, giving listeners easy access to your information whenever and wherever they prefer.

### EASY TO USE

- Vcall converts the audio from your event into a Podcast and makes it available on Vcall.com and through our RSS feeds
- Email the audio file to your target audience
- Interested listeners download the Podcast, and can listen to the audio at their convenience using any MP3 player

### DELIVERED RIGHT TO SUBSCRIBERS' DESKTOPS

- Vcall Podcasts can also be accessed via our Podcast subscription
- Podcast aggregators check our Vcall Podcast feed and download new events
- Subscribers identify their areas of interest and Vcall Podcasts that match are delivered right to their desktops

### POWERFUL BUSINESS TOOL

- Podcasting your events can help you establish credibility as a reliable source of information in your field
- Your web event Podcasts add a personal 'voice' to your company or organization
- Increased accessibility extends your reach and grows your audience
- Build brand loyalty among your listeners and subscribers by becoming a trusted advisor

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*Successful web events...Guaranteed!*