



# VCALL WEB EVENTS



## WEB EVENT PRODUCTION PROCESS

Web conferencing events have emerged as a powerful and cost-effective method to have rich, meaningful and interactive communications with a geographically dispersed audience.

But how does it work? This checklist spells out the step-by-step process for planning, executing and reaping the benefits from a Web-based event.

**Plan your event** – Determine the goal or goals for your event—such as a product/service launch, employee orientation, educational seminar, etc. Then select a topic(s) based on your goals.

**Select a presenter or presenters** - If you prefer, you can have different people performing complimentary roles. For example, one presenter can speak to the audience and operate slides while a subject matter expert responds to comments and questions in the interactive message area. Vcall Web Conferencing places no limits on the number of presenters. A “name” that is recognizable to your audience is typically a good draw as presenter but you can certainly use someone from within your company if they have credibility and good presentation skills.

**Create your content** – There are two types of prepared content to consider; slides (converted from PowerPoint) and interactive elements (such as opinion polls and assessment tools).

**Slides** - You can either create a new set of PowerPoint slides or adapt an existing slide deck.

**Interactive Objects** - Keep in mind that interactive objects serve two purposes:

- Keeps your audience engaged
- Gives you valuable information about your audience

To decide on your Interactive Objects, decide what information you would like to collect from your audience (determined by your goals – see above) and where would be the most appropriate “touch point” to collect it; registration (pre event), poll or short answer (during event) or evaluation (post event). Then create your interactive elements accordingly.

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**Upload your content** – You can either send your PowerPoint slides to Vcall as an attachment via email or upload your slides yourself using the Vcall Web Conferencing upload tool. If time allows we recommend the former so we can check your slides and tweak them if necessary. The interactive elements, registration, polls, evaluations, etc. are ready to use as soon as you create them and can be viewed/edited from within your account.

**Training & Walk-Through** – Once your slides are staged we will schedule a time to show you how to use the presenter console with your own slides. This training usually takes less than 30 minutes since the controls are straight forward and relatively simple to master. We then leave your “event room” open so you and/or your presenters can practice as often as you wish right up to the event.

**Audio** – The two choices you have for delivering audio include teleconference call or audio streaming. Although streaming is less expensive, the telephone is more reliable, delivers better sound quality and allows for two-way audible interaction. For these reasons and because the phone provides a lower barrier for entry for audience members (streaming may have download, bandwidth and firewall issues to consider), many clients choose to deliver audio via the telephone, but more and more are switching to streaming each month. A combination of teleconference and audio streaming is also available.

**Invite your guests** – Methods for getting people to log on to your event are only limited by your imagination. The same tools that you would use for inviting people to a live event, such as invitations sent by mail, can be used to invite them to a web-based event. Many Vcall Web Conferencing clients use our Registration Manager which allows you to create your own custom registration form. You can then place a link to this form in your email invitation or send the link to your list using the email blast function within Registration Manager. Either way, when a participant receives the email, they click on the link, fill in their information and hit submit. You can see who has registered for your event in real time. A day or so prior to the event (and maybe again on event day), you will want to email a reminder along with the log-in information (provided by Vcall) to everyone who has registered.

**Show time** – On the day of the event your presenters log in exactly as they did in practice and dial into the conference call. Typically the presenters call into a different conference than the audience so they can chat prior to going live. Then, when the presenters are ready to start, the Vcall operator can patch the calls together and introduce the conference and the presenter(s). If audio is being streamed, Vcall will pull the stream from the call and make it available to everyone who is logged in. Vcall tech support personnel are available during the entire event to respond to any questions from the presenters and audience members. Typically there are very few tech questions and any that do arise are directed away from the main conference so as not to disrupt the flow of your event.

**Collect your feedback** – Once the event is over you can access reports on logins, polls, evaluations and other interactive objects. This information can be used for such purposes as market research and to gauge the audience's response to your message. This feedback is also extremely useful in identifying which audience members to follow-up with and how. In addition to market data, the reporting can provide insights on how to tweak future web events to make them even more effective.

**Deliverables** – In addition to the reports mentioned above, there are a number of other useful byproducts of a web event. For example, Vcall can provide you with a transcript of all the text messages and questions from the chat area. This can be useful for learning more about your audience or for generating a post-event FAQ (a great draw for bringing prospects to your website).

You can also order cassette tape, CD, DVD or MP3 copies of the web event to make available as a review or for those who missed the event. These copies have customized labels with your brand and provide an excellent tangible “leave behind” and reminder of your message. Also, these copies often get passed along to coworkers and other prospects (for marketing events).

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An archive of the web event can be created by you (self-service) or produced by us (full-service) and made available at your web site, greatly extending the life of your event. The archive can be a direct copy so participants can watch the event exactly as it happened or Vcall can digitally edit the audio and customize the archive into a highly polished on-demand presentation module.

In addition to streamed audio and synchronized slides, these presentation modules include the ability to download/view/print white papers or brochures, interactive surveys and the ability to send questions or comments directly to the presenter or anyone you designate. The on-demand presentation modules can also include a login that captures the identity of people viewing the module and a tool to notify you instantly when a module is being viewed.

*We hope this helps you better understand the process for using web events as an effective communication tool. For tips on presenting your web event more effectively, contact us for a free copy of "Web Events 101 – Power Tips for Presenters" which has been published by permission of Vcall in several national and international magazines and has helped thousands harness the power of web conferencing events.*

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