

QWEST CONFERENCING

ON24 Webcasting



THE QWEST VIRTUAL EVENTS SOLUTION

Qwest partners with ON24, Inc. the global leader in webcasting and virtual events. ON24 provides a full range of innovative solutions for applications such as demand generation, conferences and events, product launches, professional development, internal communications and executive announcements. The ON24 virtual event platform currently delivers over 35,000 events per year. ON24 has a proven track record of flawless execution of "live" events and is the only company in the industry operating two data centers for complete redundancy and high reliability.

ON24 live webcasting engages your audience with high-quality video and audio presentations complete with surveys, polls and web Q&A. With ON24, the audience sees your brand while registering for and attending a live webcast. There are no conference call numbers to remember; a single URL provides access to the event, and no downloads or plug-ins are required.

Enterprises are turning to webcasting and virtual events to deliver their message to a mass audience on a global scale. Recent technology advances have created higher bandwidth, superior video quality, and improved interactivity between presenter and audience. This has enabled virtual event solutions to become valuable marketing and communications tools that have the functionality to deliver immediate ROI.

As the virtual events market continues to evolve, video and audio conferencing have evolved into web conferencing solutions while webcasting has emerged into an integrated marketing tool with the features needed to support large scale web events. Several current trends are driving the growth of the web events market:

- Significant improvements in video streaming technologies and available bandwidth
- Travel reductions coupled with a renewed interest in green business initiatives
- An increasing necessity for a global communications footprint with a localized experience
- Improvements in reliability and security for SaaS solutions
- Growth in Web 2.0 adoption

WHAT ARE LARGE SCALE WEB EVENTS?

Web events are typically characterized by large scale, live events that are very structured and planned by nature and address a highly scalable and wide audience. As such they can be distinguished from the smaller and more interactive ad-hoc web conferences in the following ways:

- They are highly customized with a strong branding element as part of the audience experience
- Advance registration used as part of lead generation campaigns and market segmentation efforts
- A planned agenda with one or more presentations, product demos, and a live Q&A portion
- One to three presenters speaking to an audience of 50 to 10,000 or more attendees
- 100% streaming delivery using web-based tools and CDNs to maximize efficiency and scale
- High quality digital media combined with desktop sharing and two way communications via chat, polls, and Q&A
- Per event pricing model based on live viewers and unlimited on-demand access

CUSTOMIZATION

Large scale web events, especially those for external audiences, are typically built with brand identity in mind. Marketers using web events for demand generation can utilize the event console, registration pages, post event survey, and all other audience facing materials as opportunities to communicate and strengthen brand.

Web events might also integrate with existing online communities and allow participants to share the event within their social networks. These capabilities require an open, extensible tool that allows customization.

SCALABILITY

Web events used for demand generation, town hall meetings, and product launches require a very high level of scalability and ease of access. Scalability isn't only measured in terms of the number of participants. The ability for users all around the world to easily access the event from a variety of platforms is crucial to the success when using this approach to communications. Web events run on the ON24 platform can be configured as 100% streaming delivery of all media types making the event accessible from any computer with a single click.

PLANNING AND REGISTRATION

Web events executed by marketing and communications teams typically include significant amounts of advance planning as part of an effort to target and attract attendees. Web events solutions provide many capabilities which facilitate this part of the event development process. ON24 provides extensive event management services on top of a robust platform to manage electronic invitations, confirmations, and reminders as well as tools to follow up with those that did and did not attend the live event.

HIGH QUALITY EVENTS

When exposing your brand to external audiences live or virtual, a strong focus is placed on executing successful events that run smoothly and reflect the image your organization needs to project. Web events solutions are designed to engage large audiences using all forms of high quality rich media. To ensure your live presentations deliver maximum impact, pre-recording options are available so you can polish your delivery.

PER EVENT PRICING

Web events are priced on a per event basis rather than using a per user/minute pricing model. This provides several advantages to marketers and communications professionals. By pricing events using fixed pricing based on their size and features, there are no penalties for success. If your event grows beyond expectations, the web events solution scales appropriately. This model also provides better ability to forecast your budget requirements and maximize the ROI of lead generation and other communications initiatives.

For more information regarding ON24 Webcasting, please contact your Qwest representative or call 800.485.0844, option 1.

Conferencing: Qwest® Conferencing is available to customers in North America and certain European, Australian, New Zealand and Asian locations. For specific international locations, please refer to the table located at: <http://qwest.conferencing.com/international/index.htm>. End users can access the service from anywhere in the world, as long as they have a telephone. In the case of Web Conferencing, a computer and Internet access are necessary. Direct dial calls will be carried by your long-distance provider.