Virtual Conference Platform
A Little Background About Us

• Fully Hosted Cloud-Based Service based on HTML5 (not Flash)
• Leading Provider of Virtual Event and Conferencing Solutions
• 16+ years experience
• Delivered 25,000 events to 5 million participants
• Global Footprint; Offices and Production Capabilities in Americas, Europe, Asia-Pacific
• Ranked #1 Virtual Conference Technology by Forrester Research
• Extensive blue chip client base
• Largest services team in the Industry
• Communiqué Conferencing has maintained an A+ rating with Business Bureau's (BBB) Accredited Business certification since October 2002. This award confirms Communiqué's commitment to customer satisfaction and excellence in business practices.
Virtual Conference Platform Overview

**Fully customizable locations**
- Welcome Center/Lobby
- Exhibit Hall with Booths
- Theater – live, semi-live or on-demand presentations
- Networking Lounge
- Resource Center
- Help Desk

**Platform features**
- Attendee registration landing page
- Webcasting
- Detailed reporting & analytics
- Mobile friendly
- Multi-language support for global events
- Chat: private or group/public
- Gamification with leaderboard
- Social media integration
- Add signs (clickable hot spots) in any location
- Security options: Whitelist or blacklist email domain
- Entitlement: enable or disable access to content or locations based on categories
- API for integration with 3rd party software including Single Sign On (SSO)
- Learning management system (LMS) for training courses
Partial Clients
Virtual Conference Applications

**MARKETING**
- Demand Generation

**TRAINING**
- Sales / Partner Enablement

**HR / BENEFITS**
- Recruiting

**Use Cases**
- Virtual Tradeshows
- User Conferences
- Solution Centers
- Product Centers
- Leadership Forums

- Sales Kickoff Events
- Sales Resource Centers
- Partner Expos
- Partner Training Centers
- Learning Centers (LMS)

- Recruiting Centers
- Career Fairs
- HR Benefit Fair
- On-Boarding Centers
Virtual Conference

SAME BENEFITS AS A PHYSICAL CONFERENCE

Exhibitor Booths

Attendee/Exhibitor Interaction

Networking

Keynotes & Live or On demand Presentations
### Most Compelling Reason to Use Virtual/Hybrid Solution

<table>
<thead>
<tr>
<th>Reason</th>
<th>North America</th>
<th>Europe</th>
<th>Central/South America</th>
<th>APAC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ability to reach a broader audience</td>
<td>27%</td>
<td>27%</td>
<td>29%</td>
<td>25%</td>
</tr>
<tr>
<td>Ability to re-purpose meeting content for multiple uses</td>
<td>14%</td>
<td>8%</td>
<td>10%</td>
<td>13%</td>
</tr>
<tr>
<td>Cost savings</td>
<td>27%</td>
<td>30%</td>
<td>29%</td>
<td>28%</td>
</tr>
<tr>
<td>Improve the overall effectiveness of the meeting</td>
<td>6%</td>
<td>9%</td>
<td>4%</td>
<td>9%</td>
</tr>
<tr>
<td>Reduce travel and time out of office</td>
<td>27%</td>
<td>26%</td>
<td>27%</td>
<td>24%</td>
</tr>
</tbody>
</table>

### Clearly Defined Virtual Policy

<table>
<thead>
<tr>
<th>Answer</th>
<th>North America</th>
<th>Europe</th>
<th>Central/S. America</th>
<th>APAC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>13%</td>
<td>13%</td>
<td>27%</td>
<td>29%</td>
</tr>
<tr>
<td>No</td>
<td>52%</td>
<td>25%</td>
<td>23%</td>
<td>29%</td>
</tr>
<tr>
<td>I Don't Know</td>
<td>35%</td>
<td>63%</td>
<td>50%</td>
<td>41%</td>
</tr>
</tbody>
</table>

Source – American Express 2016 Global Meetings & Events Survey
Locations
Welcome Center – Fully Customizable
Welcome Video/Greeting
Exhibit Hall – Fully Customizable
Booths – Fully Customizable
Include Any Type of Content

Videos, Documents, Links to Websites
**Booths – Chat**

Choose Private or Public Chat. If Reps are Offline Offer an Option to Send and Email With Questions.
Theater - Webcasts

Live, Semi-Live or On-Demand Presentations

Options:
- Live
- Semi-Live
- On-Demand

Formats:
- Audio + Slides
- Video Only
- Video + Slides
Resource Center

Central Repository for Digital Content (Videos, Documents, etc.)
Detailed Analytics & Reporting

**Attendee Reporting**
- Who are they?
- Where did they come from?
- Where are they located?
- Did they attend after registering?

**Activity Metrics**
- How long did they stay?
- Which locations & booths did they visit? How long?
- What did they view?
- What did they take?
- Whom did they chat or talk to?

**Interest Metrics**
- What are they interested in?
- What questions did they ask?
- What information did they request?
- Did they view documents, videos or other content?
1:1 and Group Chat

Simple & Intuitive Chat Allows for Quick Connection Attendee-Attendee or Representative - Attendee

1:1 Chat

Small Group Chat

Manage Multiple Chats
Mobile Device Support

HTML5 Technology Works With Any Native Mobile Browser

- Full interactivity
- Viewing live and on-demand webcasts including video
- Interacting with other visitors in the Networking Lounge
- Chatting with booth reps
- Participating in discussion forums
- Accessing all on-demand content
- Secure login
- Use scroll, pinch zoom and other native device navigation
- Full access to Q&A sessions
Multi-Language Support
Gamification with Leaderboard

Use Gamification to Drive the Actions Most Important to Your Event

Program producers can:
• Assign point values for specific actions, like visiting booths or downloading content.
• Offer rewards or prizes based on points achieved

Attendees can:
• Measure where they rank amongst all attendees
• View a list of points per activity, so they know how to gain more points
• See what rewards or prizes are available
Integrate Twitter

Highlight Social Media Activity With Direct Access to Your Twitter Feed

Integrate a Twitter* feed from a specific account or a hashtag.

Feed launches from any sign or graphic.

*Leverages the Twitter widget; not available from Facebook and LinkedIn
Call-to-Action

Any Sign or Click State Can Act As a Call-To-Action, Providing More Engagement

You choose the call-to-action:
• Request a demo
• Join a mailing list
• Vote
• Take a survey
• General follow-up

Designated team member(s) receive an immediate email with attendee details.

Includes complete reporting on all attendee clicks.
API for Easy 3rd Party Software Integration

Open API to Integrated with 3rd Party Software
Entitlement

Personalize and Deliver Content to Specific Attendees

With permission-based access enabled, you'll have the power to create entitlement groups who can access specific content items, specific graphics and even entire rooms and spaces. You'll even be able to send unique broadcast messages to specific groups during a live event.

You can assign entitlements in multiple ways…
✓ By email domain at the point of registration
✓ By answer to multiple registration questions
✓ By individual registrant
✓ By .csv upload

And you can send unique messaging via…
✓ Broadcast messages during a live event
✓ Email marketing any time

Once assigned, you can grant access to…
✓ Individual webinars or sessions
✓ Specific content items, like videos and .pdfs
✓ Entire rooms or spaces
✓ Signage and graphics
✓ Public chats
Reporting & Analytics
Detailed Analytics & Reporting

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Learning Management System (LMS)
Creating Customized Learning Experiences

• Group activities like webinars, videos, documents and quizzes into pre-defined Courses
  – Time-bracket courses
  – Manage availability and enrollment

• Define specific learning paths
  – Denote a specific activity order, i.e. complete activity 1 before gaining access to activity 2
  – Designate and track prerequisites

• Assign courses to specific attendees
  – Set permission-based access by entitlement group
  – Only entitled groups see entitled courses

• Leverage interactivity features for additional engagement
  – Host instructor-led chats for informal q&a
  – Encourage small group learning
  – Offer prizes or incentives for activities via the Leaderboard
Flexible Content Matrix

- **Subject** = Top-level content management; a group of related Topics
- **Topic** = A group of related courses
- **Course** = A series of Activities required for Course completion
- **Activity** = Course content; may include live/on-demand webinars, videos, documents, quizzes evaluations
Course Subjects & Topics

• Launch from any click state
• Enable top level content management, or direct access to topics
Courses

- Provide detailed overview and capture enrollment
- Enforce pre-requisites
- Display learner progress
- Enable scored assessments
- Assign to specific attendee groups
Activities

• Almost any type of content can be an Activity
  – Live or on-demand webinars
  – Pre-recorded videos
  – Documents
  – Polls, quizzes & assessments
  – Links to a webpage

• Set a specific order for Activity completion
Courses by Entitlement

- Group Courses appropriate for specific groups
- Apply permission-based access to ensure Courses are accessible to the right attendees
Fanatical Support
Dedicated Support Before, During & After Your Virtual Conference

- Primary point of contact throughout the Webcast production
- Manages timeline, project plan and all deliverables
- Manages all support tasks in relation to the webcast
- Monitors live webcast

Webcast Manager

- Primary point of contact throughout the Virtual Show
- Manages timeline, project plan and all deliverables
- Manages all support tasks in relation to the show
- Monitors live show

Virtual Event Manager

- Manages account and tracks major project milestones
- Monitors account health
- Primary point of escalation
- Assists with contract questions
- Resolves billing questions

Account Manager