

AVT Connect Factsheet - Webcasting

Webcasting enables you to:

- Save time and money
- Be environmentally responsible
- Improve transparency and accountability
- Give consistent training and communications
- Create rich multimedia content for your web site
- Dramatically widen access to information and events
- Promote and market your organisation, events, products and services to existing and new audiences and markets

15 reasons to webcast with AVT

- 1** *Do you need to reduce costs (travel & accommodation), save time and overcome schedule clashes?* Webcast a selection of your meetings and make them more accessible, profitable and interactive.
- 2** *Do you take lots of internal staff to your annual conference & are therefore missing out on revenue from paying delegates?* Broadcast live to your offices.
- 3** *Do you need to ensure your sales team have fully grasped the features and benefits of a new product or service?* Film a demo / presentation so that staff can undertake a series of tests along the way to gauge their understanding and get instant feedback.
- 4** *Do you organise the same meetings in different locations?* Be green and record the meeting once & then make it available online.
- 5** *Do you organise CPD or CME accredited meetings, seminars, lectures, forums or workshops?* Webcast your events & training sessions and make them available on-demand to spread best practice, generate interest, gauge opinion, conduct surveys and add stimulation to your e-learning, CPD/CME programmes.
- 6** *Do you need to guarantee safe and secure delivery of information via your webcast?* Bespoke specifications include, password protection, access restrictions, user information capture, authorised user lists, encoding & encryption.
- 7** *Do you need to show more transparency and accountability?* Webcast your meetings, presentations and e-learning and encourage delegate response both live and post-event. Detailed reports on participants viewing progress and site usage can be set up.
- 8** *Do you have relationships with other organisations around the world?* Generate additional revenue from your meetings by charging for your content.
- 9** *Do you want to drive people to your website regularly?* Provide an online TV channel that releases webinars (pre-recorded or live presentations) weekly or monthly.
- 10** *Do you need to check staff or delegates' understandings of subjects so you can focus resources on development areas?* Have Q&A sessions throughout your meeting with results made available to you and your sponsors.
- 11** *Do you need to generate new or additional sponsorship revenue from your live and digital communications?* Add client logos and promotional information to designated slides where you know users will view (e.g. after survey results or before / after video content).
- 12** *Do you need to generate new or additional revenue from your speakers & presentations?* Implement a pay-per-view webcasting system.
- 13** *Do you need to reach a global audience and work across time zones?* Webcasting enables you to interact simultaneously with different countries and on-demand / prerecorded options are available when a live webcast is not appropriate.
- 14** *Do you have a new product or service to launch?* Webcast the launch which can then be forwarded to clients and prospects alike to extend the lifecycle of your event.
- 15** *Do you have staff, clients or a membership base that is demanding more information from you and 24/7 access to it?* Use webcasting to improve morale, build teamwork, encourage excellence and recognise staff achievement.

Alternatively you could pre-record an event and then make it available at a set time as a 'live' event. This will enable you to edit and censor as appropriate.

AVT Connect Factsheet - Webcasting Applications

Webcasting Applications

Financial Communications

- Earning Calls
- European Forums
- Hedge Fund Summits
- Private Equity Forums
- Investor Relations Meetings
- Shareholder Communications
- AGMs (Annual General Meetings)
- Quarterly Results Announcements
- Seminars (to build investor and broker relationships)

Sales, Marketing & PR Communications

- Product and Campaign Launches
- Targeted Advertising and Promotions
- Dealer and Sales Staff Meetings
- Consumer Testing and Research
- Corporate Video Online
- Video Press Releases
- Re-branding Events
- Crisis Management
- Video Newsletters
- Media Tours



HR & Internal Relations

- CEO Messages
- Compliance Updates
- Health & Safety Training
- Policy and Procedure Training
- CPD and Regulatory Compliance Training
- Management Communications & Training
- Induction and Employee Orientation Training

Webcasting enables you to:

- Save time and money
- Be environmentally responsible
- Improve transparency and accountability
- Give consistent training and communications
- Create rich multimedia content for your web site
- Dramatically widen access to information and events
- Promote and market your organisation, events, products and services to existing and new audiences and markets

Healthcare, Pharmaceutical, Medical

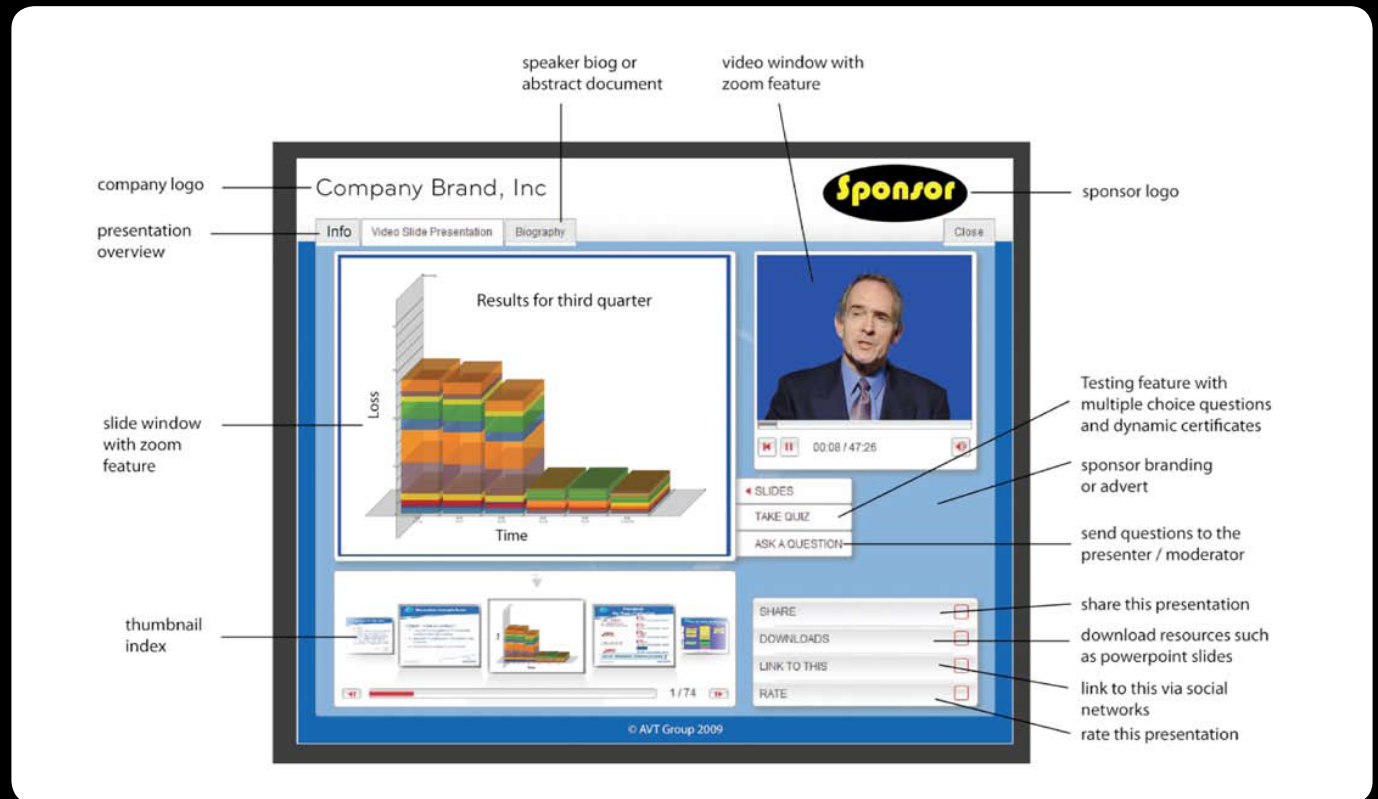
- Pharmaceutical Professional and Consumer Information
- Clinical Research Trial Support Organisations
- KOL Interviews & Mode of Action Videos
- Continuing Professional Development
- Continuing Medical Education
- Satellite Symposiums
- Investigator Meetings
- Membership Polling
- Scientific Meetings
- Interactive Events
- Speaker Training



Live Events (corporate, membership based & public sector)

- Forums
- Press Briefings
- Lectures & Workshops
- Seminars & Training Sessions
- Congresses & Summits
- Conferences & AGMs
- Awards Ceremonies

AVT Connect Factsheet - Virtual Meetings Platform (Features)



Virtual Meetings Platform (VMP)

Login & Registration

Our registration systems can be adapted to suit your audience and content protection requirements.

An open registration system allows participants to register their details and then view presentations immediately, whereas an approval system can allow an administrator to vet visitors requesting access to the site.

Via an administrator login on the site the client can retrieve all user registration and viewing data.

The site can also be programmed

to send viewing requirement and 'thank you for registering' emails to site registrants.

Meeting Information and Presentation

Index Pages

Welcome users to your on-line presentations with a custom built landing page that can appear as part of your existing site and be client or sponsor branded.

Presentation Info Panel

Each presentation panel displays additional information about the presentation and speaker. This can include biographies, abstracts and photos.

Presentation Player Console

The console contains the speaker video synchronised to PowerPoint™ slides or desktop screen capture. Users can click on either video or slide elements to enlarge them. This is particularly useful for highly detailed slides or desktop software demonstrations.

We can also offer the option of audio webcasts where presentation materials are synchronised with an audio track of the speaker.

The console interface can be utilised to further heighten the exposure of your event partners by displaying sponsorship information and branding.

Synchronised PowerPoint™ Slide Presentations

The synchronised slide functionality simulates the experience of an in-person PowerPoint™ presentation by placing an image of each slide in the player console window and automatically changing the slide based on the progress of the video presentation.

This allows you to provide background information, learning objectives and any other relevant presentation materials. Searchable presentation indexes allow users to navigate to individual sessions and presentations quickly.

Indexing

Indexing allows a participant to seek to a specific point within a presentation without leaving the player console.

PowerPoint™ Slide Thumbnail Indexing

Thumbnail indexing provides a useful way for viewers to browse a presentation's slide content, and allows them to jump to the specific point in a presentation when each slide is used.

Note Taking & Recommendation Feature

Users can send a note to themselves or a colleague while watching a webcast without leaving the player console. They can also recommend presentations to a colleague.

CPD, CME and Dynamic Certificates

A testing feature can be added to any presentation and can provide randomly selected multiple-choice questions during or at the end of each presentation, with immediate correct or incorrect feedback.



Participant access can be configured so that they cannot proceed to the next section or presentation until they have successfully completed the multiple-choice test. This can also be represented on the index page as a progress indicator.

These testing and learning evaluation features have allowed our clients to get CPD accreditation in their profession (including CME accreditation) for their online presentations, adding great value and attracting many users to their online meeting platforms.

Automatically generated personalised CPD or CME certificates allow users to document their learning and build their CPD / CME portfolios.

Progress and scores can be reviewed from a passwordprotected admin area and downloaded in Microsoft Excel format.

Clients can also purchase this feature as a stand-alone video & slide CPD / CME testing application.

Audience Surveys

Further options for audience interaction include audience surveys; visitor feedback is collected and can be reviewed in the password-protected admin area.

Question Submission

The "Ask a Question" feature allows viewers to submit questions while watching a presentation.

Questions are stored in the centralised database and can be forwarded to an email address where an expert resource is available to respond.

Viewing Statistics

Detailed reports on participants viewing progress and site usage can be setup. The data is available through a secure password-protected admin area and is viewable in HTML or downloadable in Microsoft Excel format.

Synchronised Transcripts

A transcript can be synchronised with the audio from the presentation or made available as a download.

This helps accessibility for deaf or hard of hearing users and can be translated to make presentations available to a global audience.

Technical Support

Our online technical support pages contain a systems requirement tester that will help resolve most users access problems, but email support is also available as standard for all participants.

CD-ROM, DVD or USB Stick Delivery

The Virtual Meetings Platform can be easily published to CD-ROM, DVD or USB memory stick when online delivery is not suitable or for example when clients would like to provide meeting materials as part of a delegate pack.

AVT Connect Factsheet - Virtual Meetings Platform (Benefits)

Get the full benefits

Reach the widest audience

Our platform is compatible with PC and Mac and functions perfectly across all the major internet browsers; Internet Explorer, Firefox, Chrome, Safari and Opera.

We use cutting-edge Adobe Flash video streaming technology. From the outset our development team will work with your IT department to resolve any access or firewall issues.

Better user experience

We use the latest encoding technologies meaning your viewers get the best quality video possible. Our user interface has been developed over many years with a focus on usability, so is very intuitive and also looks great.

Integrates with your website & brand

The Virtual Meetings Platform (VMP) is not a boxed product. Far from appearing as a bolted on, bought in service your virtual meetings, presentations & e-learning can be fully branded to complement your corporate identity or match your existing website design. Our team will work with you to develop a unique look and feel for your requirements.

Fully customisable features

Bespoke features can be developed and programmed to match your specific requirements. We have a number of existing features that can be added with ease to your virtual meetings, presentations and e-learning. These include live discussion boards, viewer voting, interactive quizzes, synchronised transcripts and resource centres.

Proven track record

Developed over 10 years mainly for the healthcare, medcomms, pharma, financial and membership-based sectors in Europe and the USA, our platform and services are industry tried and tested. These are just a few of our clients to have benefitted from our technology solutions;

Novartis
sanofi-aventis
CBS Interactive
Wiley Publishing
Abbott Laboratories
Ferring Pharmaceuticals
BCS (British Cardiovascular Society)
CBI (Confederation of British Industry)
CISI (Chartered Institute of Securities & Investment)

Stable and secure

Our web servers adhere to the latest security protocols, are virus protected and hold SSL certificates. Also, as part of our disaster recovery plan our servers are backed-up daily and copies of all our client's work is stored securely offsite.

Anywhere, anytime, any size

From a one hour lunchtime seminar to a three day conference, AVT are the right media production partners to help you increase the impact of your meetings, presentations or e-learning. AVT can also provide filming and full audio visual production in any location through our AVT Live division.

Unmatched service and support

All technology is underpinned by our team of consultants, project managers, designers and developers. We pride ourselves on building and maintaining excellent working relationships with our clients.