

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.