

Webex Events adoption toolkit

How to use this toolkit.



Your toolkit for successful adoption of Webex Events

Hey, IT admin, we've got your back.

Is your marketing team looking for smart ways to host online events? Your sales team are looking for innovative ways to connect with their prospects? Does your leadership team want to host an "All-hands" with everyone in your company?

This toolkit will show you how easy it is to solve their business problems by hosting large meetings online with Webex Events. Saving them the expense and hassle of venue hire and travel.

This toolkit includes the following:

- Overview of Webex Events
- Who Webex Events is for
- Special features and key benefits, at a glance
- Inspirational use cases you can share with colleagues who manage and lead events
- Useful links and handy tips to help make your first event a big success

Made for you

We'd love to hear your feedback on how this toolkit has helped your users get to know Webex Events and begin to adopt it within your organization.

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Webex Events overview



What is Webex Events and who is it for?



Webex Events allows you to host large company gatherings or cross-continental events online for up to 3,000 attendees depending on your license. That means you can reach a huge audience with very little effort, and for a fraction of the cost of organizing a physical event.

Unsure of how many attendees you can host? Check out our [help article](#).

The biggest users of Webex Events are:

- **Marketing departments**
 - to unveil marketing campaigns, product launches, rebrandings etc to sales prospects and partners globally.
- **Senior leadership teams**
 - to hold highly secure company-wide meetings, or present financial results to stakeholders.

Special features and key benefits

What does Webex Events do that Webex Meetings doesn't?

Webex Events provides the same basic features as Webex Meetings, such as document and screen sharing. But it also offers a wealth of extra options that you can activate before, during or after a session, all geared towards hosting large events. Check out these features and benefits...

01. Before the event

Program and campaign management

Lets the host manage a series of events in one go.

Enhanced registration management

Lets the host tailor the registration form to gauge the audience's level of knowledge.

Enrollment scoring

Awards points to registrants based on their answers on the registration form, enabling the host to identify the best potential sales leads.

Automated e-commerce for paid sessions

Allows the host to set up an online payment mechanism or generate promotion codes that can be redeemed later.

02. During the event

Panelist access with special privileges

Places the host, presenter and anyone assisting them in a special group with extra privileges.

Threaded Q&As

Manages the flow of questions and answers during the session by letting students put questions directly to session panelists. A panelist can then add their answer to the thread, or assign the question to a colleague with greater expertise. They can also prioritize questions most relevant to the session, and view any unanswered questions. At the end of the session, the thread can be exported to create a FAQ document.

Integrated panels room

Creates a backstage room available only to panelists, where they can discuss and share in private.

High capacity VOIP

Allow up to 3000 participants to attend the event using high quality audio from their computer.

03. After the event

Post-event surveys

Launches a survey – customizable by the host – once the event is over.

Lead source tracking

Lets the host see where attendees learned about the event.

Advanced reports

Shows the host a collection of reports on usage, registrations, attendance, in-event activity, attendee history, and event recording (including access and registration info on people who have downloaded a specific event recording).

What are the benefits of Webex Events?

Whether you're in senior leadership, marketing or IT, Webex Events helps you do what you do better – and can save you money at the same time. Take a look at all the possibilities it offers below.



Benefits for: Senior leadership teams

Reach large audiences scattered across the globe in a single event.

Drastically reduce your events and travel budget.

Keep attendees engaged with high-quality video and polished multimedia content delivered across Android, iPhone, and iPad devices.

Benefits for: Marketing departments

Easily manage web events from registration to post-event follow-up and analysis.

Track, assess, and cultivate leads, and merge valuable attendee info with your marketing and sales databases.

Turn it into a money-maker with e-commerce and boost attendance with promotional discounts.

Benefits for: IT departments

Reduce hardware, software, and maintenance costs.

Enjoy reliable, high-quality audio, video, and document sharing.

Be sure you're compliant with data privacy rules with encrypted connections and strict policy control.

Webex Assist for Webex Events

Host extraordinary events every time. The Cisco Webex Assist team helps every step of the way, for smooth execution and greater event ROI.

Seamless delivery: Take comfort in knowing that your producer is a certified expert who will support your event from start to finish to help ensure that it runs smoothly.

Added value: Our experts are there to help before, during, and after your event. Your producer can help you get maximum impact by using in-event features such as Q&A, chat, and polling and provide the best possible experience for your attendees. Take advantage of a dry run session to fine-tune, prepare, and practice.

Before the event
Take advantage of planning and preparation
Get expert advice on best practices
Experts can assist with event scheduling and enrolment options
Put your plan into action with a dry run before the main event

During the event
Focus on your event—not the technical details
Let your expert producer answer questions, administer polls, and support speakers

After the event
Receive a high-quality recording for reference or on-demand training
Receive enrolment and attendance reports
Request polling, Q&A, and online chat transcripts



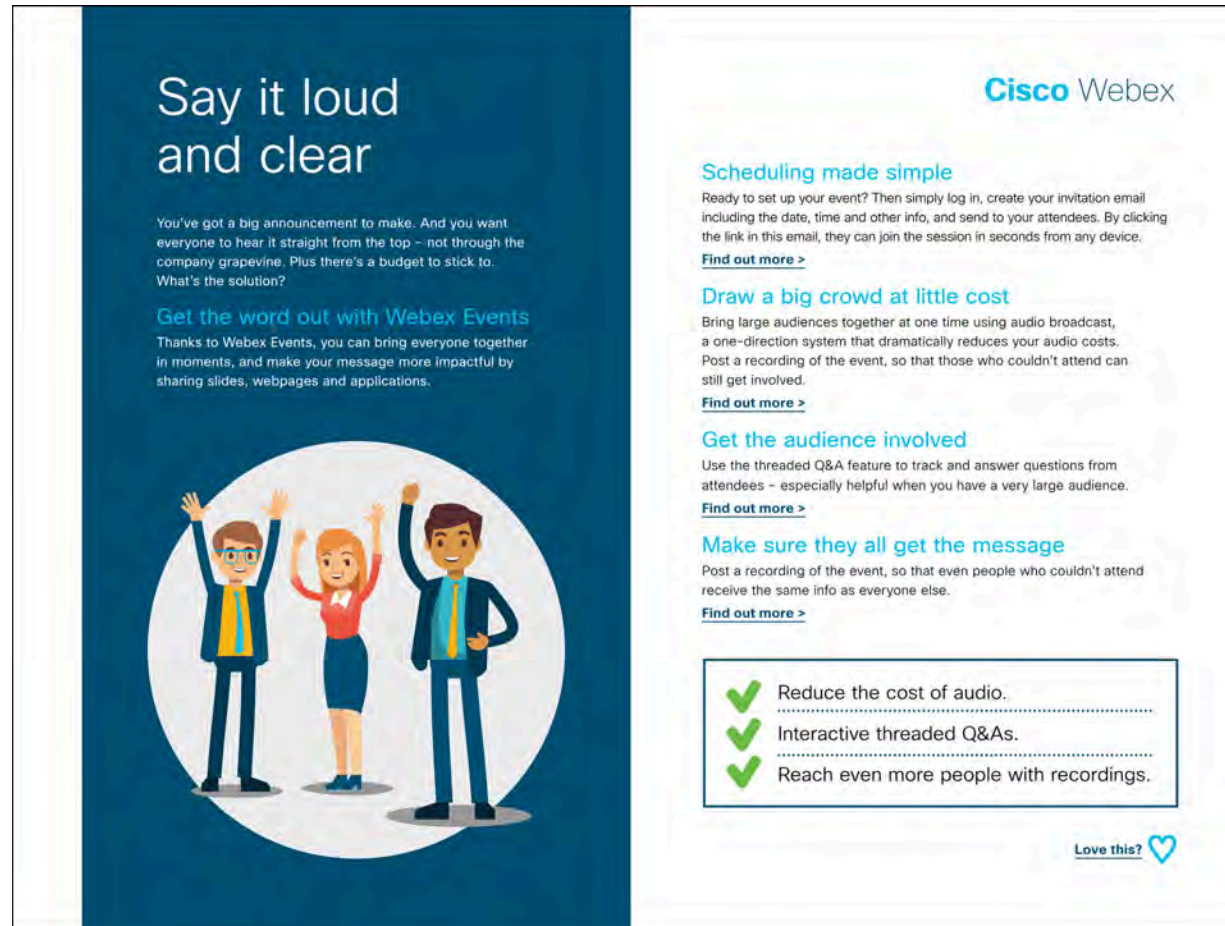
Find out more about [Webex Assist packages](#) and get [practical information on booking](#) a Webex Assist.

Webex Events use cases



Shareable use case 1

Download here




Say it loud and clear

You've got a big announcement to make. And you want everyone to hear it straight from the top - not through the company grapevine. Plus there's a budget to stick to. What's the solution?

Get the word out with Webex Events

Thanks to Webex Events, you can bring everyone together in moments, and make your message more impactful by sharing slides, webpages and applications.



Cisco Webex

Scheduling made simple

Ready to set up your event? Then simply log in, create your invitation email including the date, time and other info, and send to your attendees. By clicking the link in this email, they can join the session in seconds from any device.

[Find out more >](#)

Draw a big crowd at little cost

Bring large audiences together at one time using audio broadcast, a one-direction system that dramatically reduces your audio costs. Post a recording of the event, so that those who couldn't attend can still get involved.

[Find out more >](#)

Get the audience involved

Use the threaded Q&A feature to track and answer questions from attendees - especially helpful when you have a very large audience.


[Find out more >](#)

Make sure they all get the message

Post a recording of the event, so that even people who couldn't attend receive the same info as everyone else.

[Find out more >](#)

- ✓ Reduce the cost of audio.
- ✓ Interactive threaded Q&As.
- ✓ Reach even more people with recordings.

[Love this?](#) 

Shareable use case 2

[Download here](#)

The big reveal

You're ready to launch an amazing new product. And you want to get clients and prospects around the world buzzing about it. Plus, success depends on picking up quality leads to convert into sales. What's the way forward?

Wow your audience with Webex Events

All you need to do is schedule recurring single-session classes and invite attendees to register for the session of their choice. Send them reminders before the session starts. They can then join by clicking the link in their invitation email, wherever they are.

Cisco Webex

Weigh up your prospects

Before the event, customize the registration form with questions that will help you identify the most promising leads to pursue afterwards.

[Find out more >](#)

Get the audience involved

Keep people engaged during the session by creating regular polls, and check they're focused using the attention indicator.

[Find out more >](#)

See how they found it

Create a post-event survey to collect feedback. Find out too where attendees learned about your event, so you know how best to promote your next one.

[Find out more >](#)

- ✓ Broadcast compelling content.
- ✓ Instant feedback with polls and surveys.
- ✓ Measure success.

[Love this?](#)

Shareable use case 3

[Download here](#)

Savvy for sale

Some experts are so famous within their field that people would gladly pay to hear them speak. With Webex Events, you can invite a 'celebrity' to give a lecture and charge for the privilege of attending.

Turn kudos into cash with Webex Events

Once you've lined up your expert, get your event earning right from the start by requiring credit card or PayPal payment when attendees register. Plus you can generate promotion code discounts to boost attendance.

An experience worth paying for

Captivate your audience with crystal-clear video of your speaker, who can support their talk and add extra value for money by sharing presentations, webpages, applications, and videos.

[Find out more >](#)

Get the audience involved

Keep people engaged during the session by creating regular polls, plus track and answer their questions with the threaded Q&A feature.

[Find out more >](#)

Keep the conversation going

Have tailored follow-up messages automatically sent to your attendees (and absentees) at a time chosen by you. Plus create a post-event survey to collect feedback from participants.

[Find out more >](#)

- ✓ Easy-to-use e-commerce options.
- ✓ Interactive environment.
- ✓ Powerful follow-up tools.

[Love this?](#)

Jumpstart

All you need to know to get going.



Getting started with Webex Events

Before the event

- [Schedule, edit and start an event](#)
- [Set up and use audio broadcast](#)
- [Manage registrations](#)

During the event

- [Join the event](#)
- [Connect to the audio](#)
- [Mute or unmute](#)
- [Start and stop your video](#)
- [Record your event](#)
- [Share content](#)
- [Share and manage polls](#)
- [Conduct a Q&A session](#)

After the event

- [Generate reports](#)



Roles in Webex Events

In every Webex Events, there are two types of participants, Panelists and Attendees.

Attendees are people who are receiving the information and asking the questions. They don't need to have a Webex Events account but can be made a panelist by the host.

They can utilize the Q&A functionality to send questions throughout the events, and also vote in polls posed to the audience.

Panelists are people who are in charge of managing the events, like the host, presenter and other people assisting during the event. Each has their own unique role to play in the Event and the functionalities they can access reflect this.

Presenter
No need to have a user account
Responsible for sharing the content during an event
Save documents, presentations, and whiteboards in the content viewer
Answer attendees' questions during a question-and-answer (Q & A) session
Save a Q & A session to a file
Participate in a practice session
Participate in a chat
Save chat messages to a file

Other panelists
No need to have a user account
Participate in discussions to which other attendees listen
Annotate shared documents
Become presenter if given the role by the host
Start a poll if the host passes the poll coordinator role to the panelist
View and answer attendees' questions in a Q & A session
View poll results
Annotate shared applications, Web browsers, and screens/desktops, if the presenter grants annotation control to the panelist
Participate in a practice session
Respond to public and private chat messages

Host
Needs to have a Webex Events account
Can schedule and start meetings
Invite presenters and other panelists to a scheduled event
Invite attendees to a scheduled event or to an event in progress
Start and end a practice session
Specify or edit a greeting or message for attendees during an event
Originally act as presenter and poll coordinator to start a poll
Change participants roles to host, presenter, poll coordinator or Panelists
Grant privileges to attendees or panelists during an event
Reclaim the host role

Best practices



Best practice

To give your audience the best possible Webex Events experience, be sure to follow these top tips.

When prepping an event

01. Create a short, catchy and unique hashtag to use in social media posts and all branded materials that attendees will remember and associate with the event.

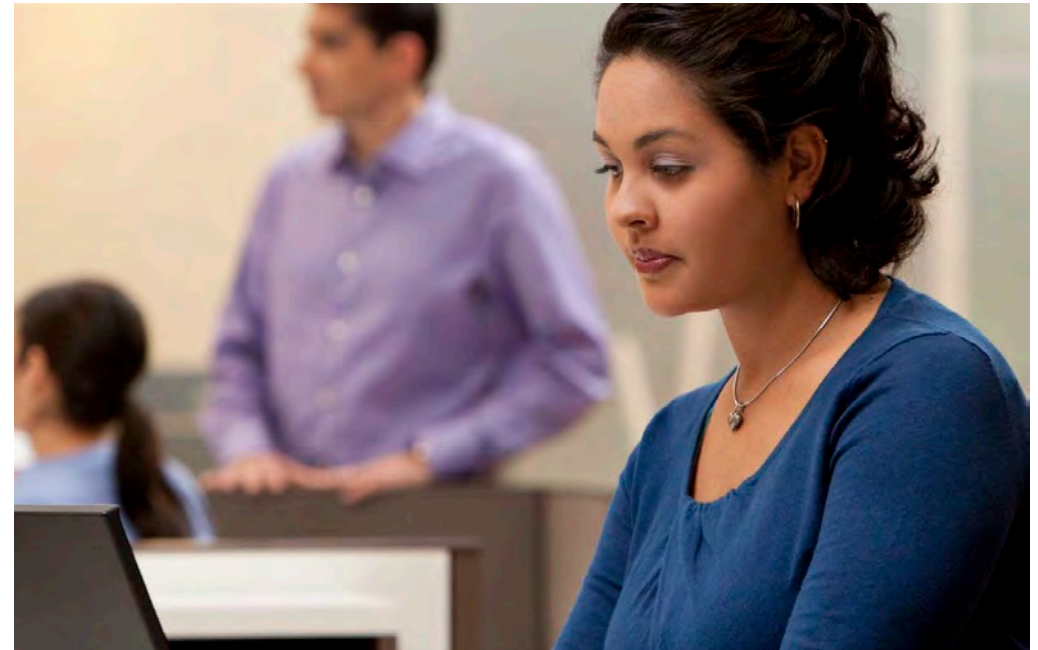
02. Don't confine yourself to Facebook, LinkedIn, Twitter etc – post event info on Instagram, Pinterest, Snapchat, Google+ communities etc to reach more people.

03. Associate a source ID to your event joining link. After the event, this will show you which social platform attracted the most attendees, so you know where best to promote.

04. Assemble your event day crew. You'll need a host to introduce the presenter, record the session and keep the event on time, your esteemed panelists to address questions, and of course, a presenter who can be 100% focused on delivering a compelling message.

05. Organize a rehearsal for all speakers and panelists, so they know exactly what is expected of them and how to use the features. Include the equipment in the location you are presenting from, make sure hardware is configured, and all necessary connectors are present.

06. Create a group or space for attendees to join after registering. In this group, you can post information before and after the event and allow attendees to interact with you long after it has finished.



07. In the scheduler, by Destination URL, add a page that will automatically open when the attendees leave the event, featuring more information.

Tip:

Need a professional to produce your event? [Webex Assist Services](#) offers guidance scheduling your event, in event production, post-event reporting and everything in between.

During an event

01. Start a practice session for hosts and panelists just before the event starts or to debrief at completion. A practice session is a break-out room created uniquely for all panellists to meet and discuss privately within the event. It's like your backstage green room!

02. Record the event so it can continue to inform, entertain and earn revenue long after it is over.

03. Use the annotation tools to show where you are on each page, underline words or circle important concepts. That means you won't need so many PowerPoint animations, saving you time and helping to make your message clearer.

04. Interact with your attendees throughout the event using the Q&A, chat panels and polls. Save the Q&A



to follow up on any questions or to give a list of the questions and answers during the session.

05. Think carefully about event length: audiences prefer webinars that run between 30 and 40 minutes.

06. Have the presenter(s) switch their video on. Seeing the face and body language of speakers improves understanding and makes attendees less likely to multitask.

After an event

01. Monitor and save posts mentioning your event in the following weeks, and ask posters for permission to quote them to promote future offerings.

02. Keep in touch with attendees by continuing to post content in the private space and inviting them to other events. Ask those most qualified for additional feedback and advice.

03. Check the Webex Events reports to gather detailed information about your attendees:

Attendance report:

Includes their name, email address, IP address, what time they joined and left the event, how long they spent in it, and their level of attentiveness

In-event activity report:

Includes the number of attendees, the number of questions asked and response rate, and number of polls and response rate.

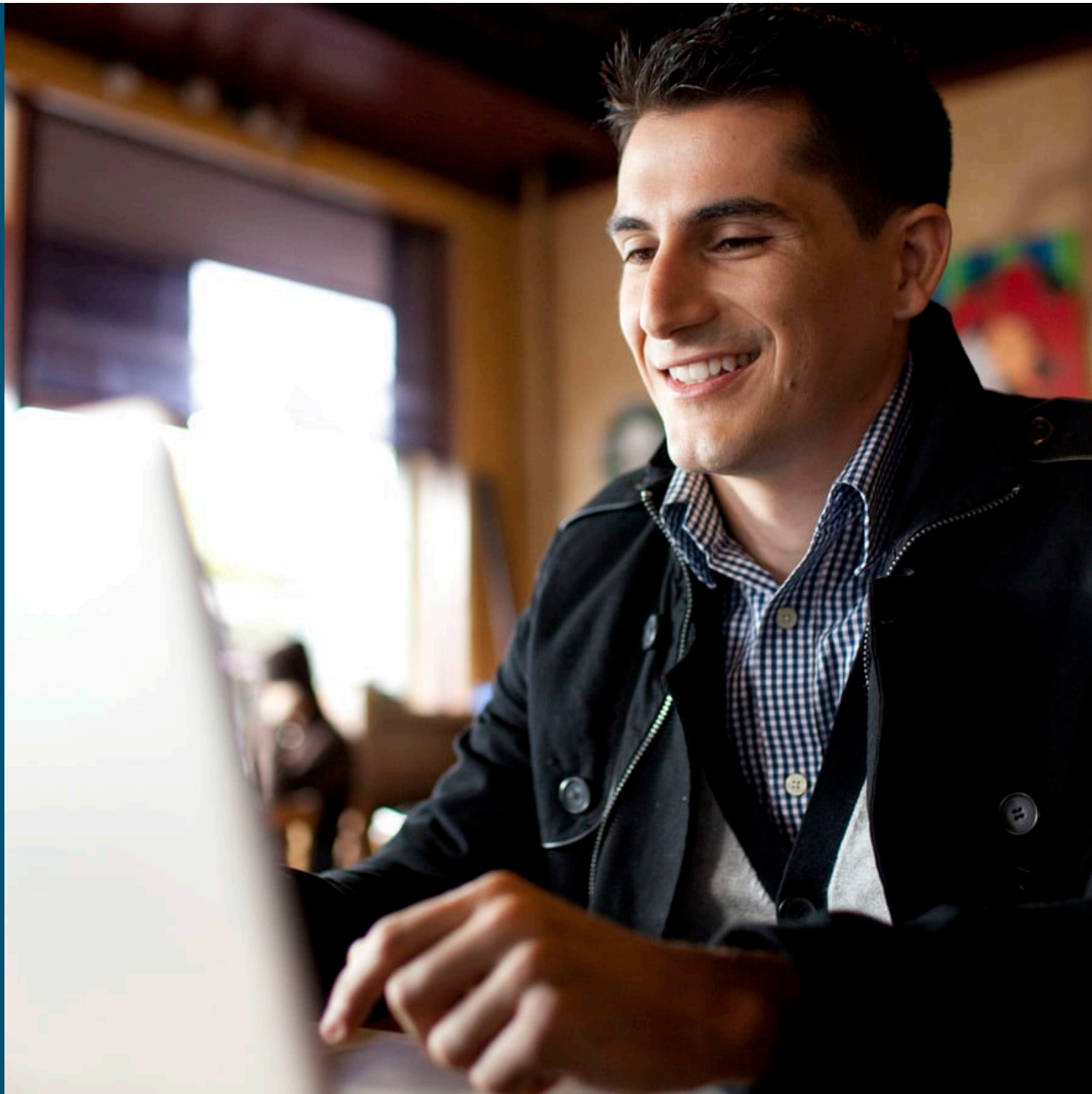
Attendee history report:

A list of all events hosted on Webex by your company that a specific attendee joined.

Event recording report:

Contains access and registration information of people who have viewed or downloaded the recording.

Going the extra
mile



Going the extra mile

Want to learn more?

New to Webex Events? Join an interactive, [hands-on setting](#) while you learn the details of the basic features and functionality of Webex Events. Or need a refresher? We've got [30 minute quick classes](#) to get you going.

How can we help?

For quick help guides, step-by-step instructions, and technical information head to our [Webex Help Center](#).

Want to do even more with Webex Events?

Find out how to get extra support from [Webex Assist Services](#).

Need to reach a bigger audience?

Check out [Webex Webcasting](#).

Want to put your stamp on it?

Would you like to rebrand or edit the content we've provided? [Download the editable artwork here](#) to share with your designers.



Love this?



Webex Events Learning Path

Embark on your Webex Events journey through free, in-product online courses. Use this specifically designed Webex Events learning path to guide you in the right direction towards becoming a Webex Events master.

Begin with a high-level overview of what Webex Events is, then move onto scheduling, conducting, and producing in our highly recommended Webex Teams Core Courses.

After you have completed the core curriculum, sign-up for a Drop-In Session, no set agenda just a time to ask questions about any Webex product.

[Register today for our Webex Events courses!](#)



Thank you for reading

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