

# Adobe Connect Webinars



## [Enjoy business benefits]

- 1 Experiences and tools that inspire participants to take action with the greatest impact
- 2 Drive registrations with powerful tools to promote and manage events
- 3 Prepare for events in advance by storing information, layouts, and pre-recorded content
- 4 Maximize attendance and simplify events with easy access via virtually any device
- 5 Identify prospects and integrate with enterprise systems to effectively nurture leads

## The all-in-one solution for digital marketing events

Adobe Connect Webinars helps you deliver compelling, immersive events, maximize attendance, and measure results for optimized outcomes.

Your webinars and virtual events can be accessible from anywhere, anytime, on virtually any device. Arkadin extends the value of Adobe Connect Webinars by adding seamless premium audio conferencing and by ensuring full end-to-end local customer support for a smooth and fast deployment.

# Adobe Connect Webinars

Adobe Connect Webinars is the perfect event solution for delivering exceptional virtual experiences

Advanced core functionalities to support all your virtual event and webinar needs designed for maximum impact and immersive experiences



## Powerful event management tools

- Quickly create customized event pages, including landing, speaker information, registration, and login pages
- Set up invitations, reminders, thank-you notes, or missed-meeting note
- Distribute event emails to specified registration groups at predefined times
- Increase attendance with registration using Google+, Twitter or Facebook profiles, and by displaying Like/Share Facebook buttons



## Exceptional event experiences

- Easily communicate message with intuitive event layouts and controls, dynamic multimedia content, and video streaming
- Customize meeting room layouts with chat, Q&A, notes, content sharing, video, and webcam streams
- Integrate social media with live Twitter streams
- Ensure seamless event execution with a backstage area and "prepare mode"



## Feature-rich and secure

- Identify top-performing campaigns
- Measure webinar engagement
- Define criteria and identify qualified leads faster
- Quickly monitor and distribute results
- Integrate with Salesforce.com to invite clients and leads to events, import registrants, and view responses in Salesforce to qualify leads
- Integrate with Adobe SiteCatalyst to measure and compare effectiveness across all webinars

"Arkadin satisfies our needs for stable and reliable collaboration technology that enables us to engage with our audiences in exciting new ways for doing our life-saving work."

**Andrew Huff**

Sr. Director, Multimedia Services, American Cancer Society