



[Enjoy business benefits]

- 1** Easily create an online webcast accessible from any device

- 2** Leverage the most powerful webcasting platform worldwide

- 3** Centralize all of your webcasts to a single online portal

- 4** Customize and brand the audience console and registration page

- 5** Analyze content metrics and understand viewer behavior in real-time

The easiest way to create interactive webcasts

Webcast Elite provided by Arkadin allows you to produce professional quality, fully branded webcasts and online presentations that deliver an engaging and interactive user experience, in just a few simple steps right from your computer.

Bring the power to engage audiences for marketing, training, and corporate communications right to your fingertips.

webcast^e | Provided by **arkadin**[®]

Create the most engaging webcasts in a few minutes and deliver content to thousands of viewers worldwide

Webcast Elite enables users to easily create and deliver customized and engaging webcasts and online presentations to global audiences



Customize registration

- Attract attendees with professional invitations
- Easily generate a landing page with preconfigured or customizable fields
- Use familiar formatting tools to create invite emails, including links and embedded videos



Personalize webcast

- Select from a complete suite of webcasting widgets to engage with the audience
- Control the flow of the webcast with a variety of content
- Customize the webcast console based on individual preferences
- Get real-time feedback from attendees via polling or surveys



Advanced reporting

- Measure the impact of your message and events through online reporting
- Track registration and attendance of the actual event
- Review results of surveys, polling, and Q&A on an individual basis
- Search, sort, and download data to assess the success of your Campaign

"We are seeing a 25% increase in new lead contacts via the bi-weekly demo webinars; attendance has exceeded estimates five-fold with a 65% registration-to-attendee ratio."

Helaine De Tomasi

Director of Marketing Programs, Actuate Corporation