

Advantages of adding a **Webinar** component to your live events.



INCREASE AUDIENCE REACH

By incorporating a Live Streaming broadcast component to your Live Event, you could gain a larger audience participation and reach a portion of your audience who might have travel restrictions or time limitations to travel outside of their city.

An audience of up to 100,000 attendees could join from the convenience of their office or home, allowing your event to have a Regional, National or even Global impact.

AUDIOVISUAL

The majority of AV equipment used for a standard Live Event setup can be re-purposed for a Live Webinar Stream.

Most Audiovisual vendors are proficient in Live Streaming services and can provide the additional equipment required. The event AV company will often include any additional broadcasting components at a lower cost.

To verify equipment compatibility with the HCP Portal Webinar Solution contact: BD@AmericanMeetings.com



SAVE ON TRAVEL COSTS

It is not uncommon for companies to limit travel costs while preparing their event budgets.

The cost of AV equipment and labor needed to broadcast your Live Event equates to approximately the same cost of just a few individuals attending the event in person.

Attendees who join your Live Event remotely could maximize your audience participation while actually lowering your event costs.

DETAILED ANALYTICS AND USER FEEDBACK

Client feedback is invaluable, but getting live audiences to submit questions or complete feedback forms can be a challenge.

With the **AMI Virtual Platform**, user behavior is captured automatically, and surveys and polls can be pushed onto the screen for instant feedback that is easily measured, as well as, registering questions submitted.



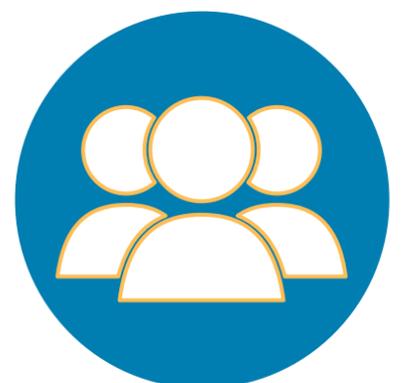
TRANSLATIONS

While Live Streaming your event, simultaneous language translations can be included in the broadcast reaching not only a few international attendees at the local venue, but also remote attendees from an entire market or across the globe.

You also have the option of adding subtitles or dubbing recorded footage.

SUPPORT TEAM

A team of Dedicated Project Managers will advise you on how to incorporate a webinar component to your Live Event and leverage all of the advantages of the **AMI Virtual Platform**.



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For more information, please contact us at BD@AmericanMeetings.com