

# BENEFITS OF A WEBCAST

## 1. LIVE AND ON-DEMAND DISTRIBUTION

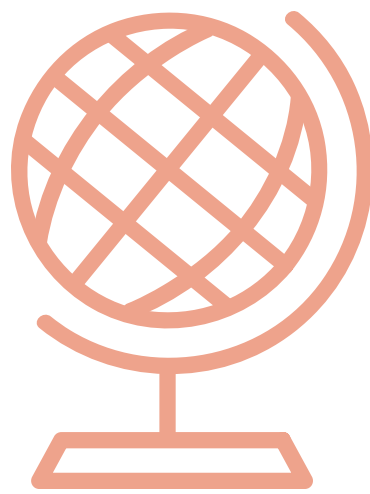
After your webcast is over, re-purpose the content and distribute to those who couldn't attend.



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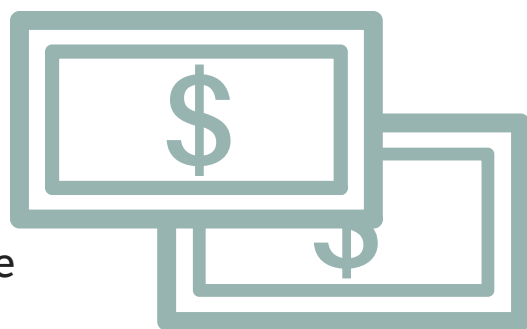
## 2. LARGE AUDIENCE

Your company message can reach audiences around the world



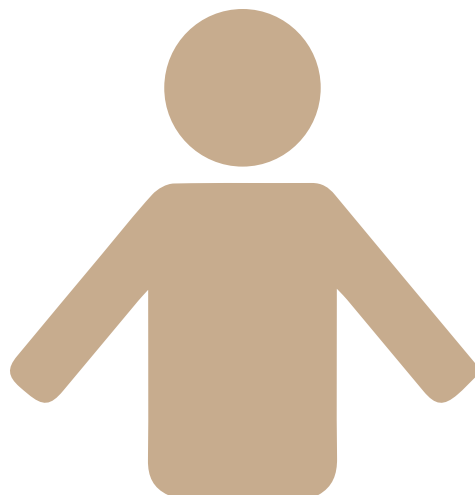
## 3. COST EFFECTIVE AND EFFICIENT

It is fast, cost effective, and efficient to stream live town halls, annual corporate meetings and repetitive events such as employee on-boarding.



## 4. PROVEN AUDIENCE ENGAGEMENT

By adding supporting video and PowerPoint slides, webcasts can be a powerful marketing tool that generates more qualified leads.



## 5. METRICS AND ANALYTICS

Features such as online Q&A, social sharing, and live polling, give the audience a chance to interact and allow you to track engagement.

