



## Live, virtual events save time and money.



Webcasting is a time and money-saving communication tool that helps business easily and effectively share information, increase engagement and humanize complex messages.

### WHAT IS WEBCASTING?

Video webcasting is a live, virtual event that allow the companies to communicate specific messages to large, usually geographically dispersed, audiences. They are used for both internal and external communication and are ideal for quick and direct communication within and across organizations. Webcasts can be easily recorded and archived for future viewing, extending the value and shelf-life of the event.

Whether delivered live or on-demand, webcasts are a seamless, interactive experience that saves time and money, while increasing productivity and the retention of content.

### IT'S COST-EFFECTIVE.

Webcasts have an immediate impact on bottom-line, replacing planned events and travel with virtual events. Webcasts can also be delivered over the internet, which is the most cost-effective delivery method. The VideoLink EIP™ networks offers significant savings over a dedicated fiber connection.

### IT'S EASY TO GET STARTED.

A webcast requires a camera, an encoder and content delivery network (CDN). The CDN manages event registration, audience engagement tools, video distribution and archiving. The event can be broadcast from an on-site ReadyCam studio, from one of the six VideoLink studios or from any remote location. Multiple, from one of the six VideoLink studios or from any remote location. Multiple studios can be integrates from one event to incorporate speakers in different locations, reducing costs and maximizing speakers' time.

**Contact us at 617.340.4200 to start planning your webcast today.**

### INNOVATIVE PARTNERS

We have partnered with leading webcast providers and CDNs to create the most engaging event possible. VideoLink manages the entire webcast process from concept development to working with CDN. Our experts will produce the event, manage slides, b-roll and record and distribute your webcast anywhere, 24/7/365 days a year.



### FEATURES

- Real time Q&A
- On-demand and live streaming options
- Social sharing tools
- Easy edit and distribution options
- Expansive list of interactive tools

### WHAT ELSE CAN VIDEO LINK DO FOR YOU?

- Video Strategy
- In-house video studio
- Broadcast TV
- HD video production
- Creative Services
- Pre-production
- Post-production