

VIRTUAL BRIEFING CENTER “BEST PRACTICES”

The Virtual Briefing Center (VBC) is an interactive virtual environment providing a persistent and dynamic online destination to showcase products and engage audiences, both internal and external. The ON24 VBC aggregates your rich media assets, webcast library and product documents, and integrates them with powerful registration and reporting tools to capture and qualify new leads.



The following sections describe “Best Practices” for your Virtual Briefing Center. We offer tips to best leverage the Virtual Briefing Center features and provide a set of simple strategies to keep your virtual environment thriving.

Leverage Webcasts & Scheduled Chats

Schedule your live webcasts to take place in the virtual theater of your Virtual Briefing Center. Promote your webcast as usual, and attendees will be seamlessly registered for both the webcast and the VBC. When they click to view, they will be taken to your VBC Theater. Playing webcasts within a VBC is a great way to expose new visitors to additional resources and to engage them in follow-on chats and post-webcast networking.

Invite a select set of prospects or clients to meet virtually to discuss a specific topic. Questions can be submitted in advance, and you can create more exclusivity by adding a secure presentation that requires additional authentication.

Invite clients to attend a scheduled chat with a product expert after a new product announcement or update. Host a chat with multiple individuals from just one key client to make it exclusive or by region to maximize use of the product expert’s time.

Use SEO to Promote Your Content

With our “SEO Enabled” feature, the content in ON24 Virtual Briefing Centers can be indexed and searched via Google and other search engines. The title and description of all webcasts, documents, brochures, and other content is immediately available to any search engine. And since each content entry links directly to the associated content item in the virtual environment, SEO can be leveraged to drive viewers to your Virtual Briefing Center.

Leverage Subscription & Notifications

Once you attract an audience or community, it is important to keep your audience engaged by regularly adding new content to your virtual environment. ON24's "subscription and notification" feature is designed to leverage these updates to bring your viewers back to your Virtual Briefing Center on a regular basis. This feature allows viewers to subscribe ("opt in") to "content notifications" for the VBC. These "subscribed" viewers will receive a weekly email, which provides the title and location of all content added the prior week. To bring viewers back your online environment, you simply need to add new content to your Virtual Briefing Center.

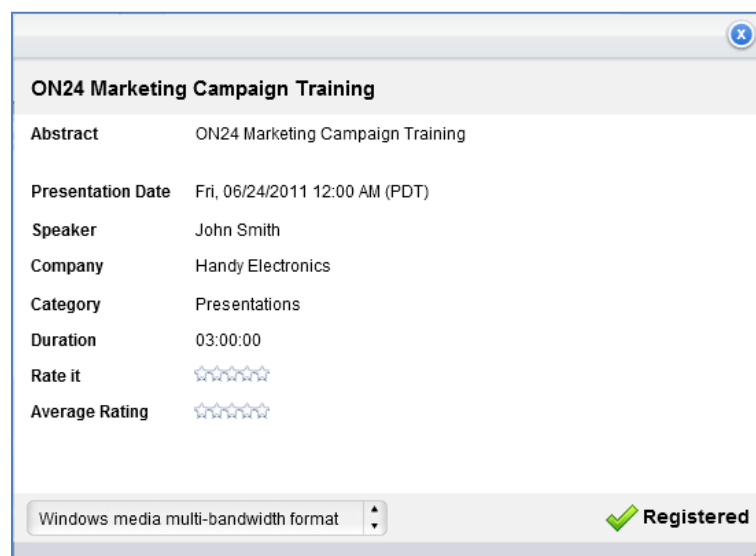
Cross Promote Your Webcasts

ON24 has enhanced its VBC solution to allow attendees to pre-register for ON24 webcasts from within the environment. This new feature allows companies to:

- Use webcasts to drive viewers to VBCs and virtual events
- Better cross promote webcasts from within VBCs and virtual events.
- Provides more detailed webcast reporting metrics.

Attendees are allowed to register for future webcasts within your Virtual Briefing Center by clicking on a "Register" button, which is present on all content lobbies for upcoming ON24 webcasts. If an attendee clicks on the "Register" button:

- He/she seamlessly registered for the ON24 webcast
- He/she will receive a registration confirmation email specifically for the webcast, which directs him/her to the VBC to view the webcast.
- The Register button on the content lobby will be replaced with a "Registered" icon.
- The webcast will also be placed in the attendee's briefcase.



On the day of the live webcast, registrants are directed to the VBC to view the webcast (from the registration confirmation and reminder emails). They enter the webcast by clicking on an "Attend" button on the webcast's content lobby. In real-time, the webcast attendance is recorded in both the VBC and webcast reports.

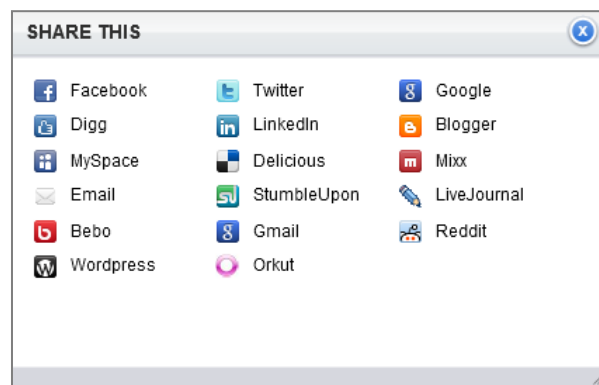
Add Interactivity & Social Media

ON24's Virtual Briefing Center offers a broad set of interactive features that can be used to enhance viewers' virtual experience. These features include:

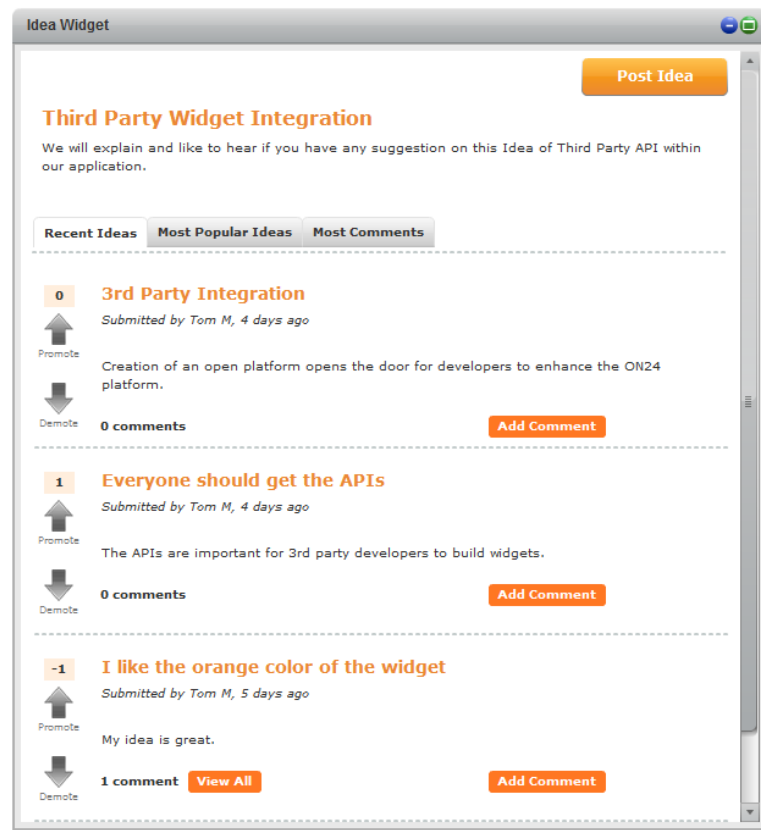
- **Contact Us:** This feature provides an easy means for viewers to contact to your company. The widget allows an attendee to send an email to the email addresses that you specify.
- **Email a Friend:** This feature provides an easy means for viewers to share information about your Virtual Briefing Center with their friends and colleagues
- **Giveaways:** The Giveaways feature allows you to provide giveaway(s) to attendees within your Virtual Briefing Center.
- **RSS:** The RSS widget allows you to add any RSS feed to your Virtual Briefing Center. Applications for the RSS widget include the display of company news, online community topics, blogs, product information, job listings and other RSS feeds.



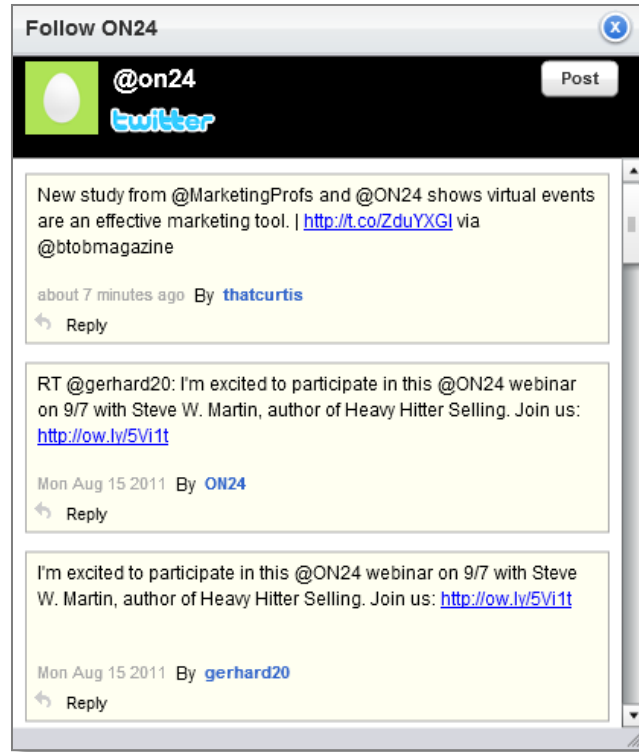
- **Share This:** This feature allows your attendees to share your Virtual Briefing Center's title, description, and URLs with their friends/colleagues on 17 popular social sites.



- Wikipedia: The Wikipedia widget allows attendees to search for the definitions of unfamiliar terms using Wikipedia.com. It ensures that your audience understands the information / terminology being discussed in your Virtual Briefing Center.
- Surveys: Surveys are a popular way to obtain customer feedback. Your surveys can be displayed via button in your virtual location – or they can be linked to giveaways, which is a very popular choice.
- Scheduled Chats: A Scheduled Chat is a group chat that appears at specific day and time. Usually Scheduled Chats are hosted by one or more company representatives and focus on a particular business or technical topic. One or more scheduled chats can be setup in a Virtual Briefing Center, which can be launched from any location.
- Idea Widget: The Idea widget is designed for Virtual Briefing Center applications where brainstorming, feedback or focus group functionality is desired. The Idea Widget allows you to pose a question or topic to your viewers. Attendees can:
 - o Post their ideas or responses to the question
 - o Comment on ideas from other attendees
 - o Collectively rank the ideas and comments.



- Twitter: The Twitter feature allows your attendees to view one or more Twitter feeds from within your Virtual Briefing Center. It also lets viewers share information about the VBC or its content with their Twitter followers. One or more Twitter feeds can be added the to the VBC navigation menu.



Consider Role-Based Content Access

Keeping your audience engaged means delivering content that best meets their level, interests, language, and more. To identify or map the best content for viewers, ON24 has added the ability to assign specific roles to attendees and then deliver the content that is most applicable for the role. This “role-based content access” feature allows you to:

- Establish a role-based hierarchy (e.g., VIP, Member, Guest)
- Offer and filter content by language preferences
- Categorize attendees by interest and deliver content specific to their interests

The ability to deliver more targeted information to your viewers will strengthen your customer loyalty, and lead to more repeat viewers to your virtual environment.

Use Custom Locations for Key Products / Applications

Traditional Virtual Briefing Centers include two locations: Lobby and Theater. The Lobby typically provides an introduction to the VBC, includes a general set of content, and offers several communication features (e.g., Staff List, Contact Us). The Theater is generally the virtual location where live webcasts are delivered and archived webcasts are stored after the live presentations.

For companies with multiple product lines, it may be advantageous to develop a single Virtual Briefing Center that has more than two locations. Specifically, the VBC may include a separate virtual location for each product, vertical, application, etc. These additional locations within the VBC allow you to more effectively highlight your key content, segments and programs. Additional registration pages can also be developed that drive viewers directly to these custom pages (rather than to the main Lobby).

Distribute “Direct to Content” Links

ON24’s Virtual Briefing Center has the capability to link directly to any VBC content item (i.e., a webcast or document). This feature takes viewers to the appropriate location and opens the content lobby page. The viewer can then click on the “Attend” or “View” button to launch the document or webcast. Using direct-to-content links is a great way to direct people to specific content within the Virtual Briefing Center.

