

# ON24 Virtual Briefing Center

## Take Your Marketing, Training and Recruiting to the Next Level



### Key Benefits

- Engage and qualify your audience with an interactive Virtual Briefing Center
- Host live webcasts and scheduled events to attract and converse with viewers
- Expose visitors to product information and direct them to follow-on chats and post-webcast networking
- Interact with your visitors and host live discussions using social networking tools
- Use the Virtual Host to guide your visitors to important content and features
- Keep your content fresh and accurate using a broad range of content management tools
- Analyze user behavior and marketing campaign performance using detailed online reporting

The ON24 Virtual Briefing Center is designed for companies seeking an engaging, dynamic solution for high-quality lead generation, corporate training and recruiting. The Virtual Briefing Center is an interactive virtual environment providing a persistent online destination to showcase products and engage audiences. Its features and functionality include:

- Customizable three-dimensional virtual environment
- Ability to add webcasts or update content at any time
- Social media features like scheduled chats, Twitter, and sharing with popular social networks
- ON24's market-leading reporting system

Applications for the ON24 Virtual Briefing Center include marketing, demand generation, sales enablement, partner training, employee training, and college recruiting. This combination of engaging environment, interactive features, and social networking allows companies to engage and interact with audiences of all types.

## ON24 Virtual Briefing Center Features

### Engaging Virtual Environment

- Interactive virtual lobby and theater
- Video greeting or greeter delivers personalized message
- Nine design templates (with 2-D and 3-D options)
- Up to 12 sections to organize collateral
- Custom registration page design and fields

### Community & Networking Features

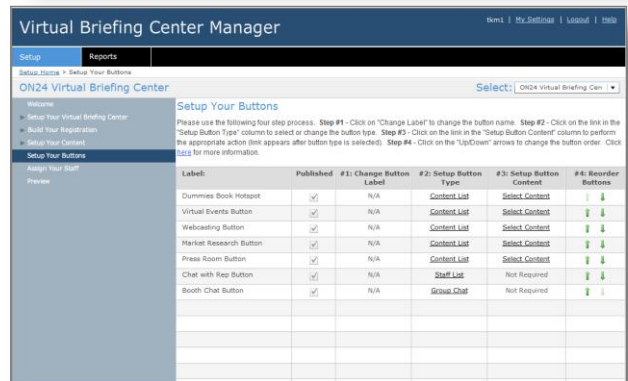
- Ability to add live webcasts and scheduled chats to attract visitors
- Group and 1:1 chat for post-webcast networking
- Social networking including “Share This” and Twitter
- RSS feeds to add blogs, corporate news, and job listings
- Idea generation features for feedback / innovation applications
- Ability to contact staff members or general email address
- Surveys to gain insight into viewer interests
- Giveaways to reward activities such as completing surveys

### Content Management

- Content management system for creating, editing and managing your webcasts and resources
- Virtual theater for presenting & organizing your webcasts
- Resource lists of documents, webcasts, videos and more
- Multiple search filters for quick content retrieval
- Scrolling marquee for real-time messaging
- Search engine optimization uses content to organically attract viewers

### Reporting

- Real-time reports capture user behavior, content popularity, and social networking interactions
- Dashboard provides activity snapshot and summary information
- Custom lead reports provide detailed viewer activity



## About ON24, Inc.

The recognized global market share leader, ON24 provides webcasting and virtual environments for corporate communications and demand generation. ON24 offers fully integrated, enterprise-wide solutions for applications ranging from partner expos, user conferences and trade shows to training and company town hall meetings. More than 750 organizations, including IBM, Cisco, CA Technologies, Merck, AstraZeneca, Fiserv, Credit Suisse, GE and Oracle, rely on ON24. The company is headquartered in San Francisco, with offices throughout the world.