

## ON24 On-Demand Event Portals

# Extending the Value of Physical Conferences

The logo features the word "EVENTS" in white, with a large orange arrow pointing right from the letter "S". Below "EVENTS" is the phrase "ON DEMAND" in white. To the right of the text is a large, faint, grey circular arrow graphic.

The show must go on. **Again.**

### Event Portal Benefits

- ON24 Event Portal extends the ROI of in-person conferences.
- The Event Portal can be used for lead generation, partner enablement, sales training, and other applications.
- Viewers can use keyword search to identify webcasts – or sections of webcasts – that interest them.
- Robust reporting and analytics are included that provide online reports on user activity and interests.
- The portal webcasts can be viewed on mobile devices, including Apple and Android phones and tablets
- Content managers can add, organize and manage webcasts to keep the Event Portal content up-to-date.

User conferences, tradeshow, and sales kickoffs play an important role in training, networking and information sharing. Such face-to-face conferences, however, are significant investments for many companies. And while a large amount of information can be conveyed, the value of the session content typically ends with the conference.

The ON24 On-Demand Event Portal solution was developed to address this challenge. By creating a searchable online directory, the Event Portal allows captured session content to be used for revenue-generating and cost-saving applications – such as lead generation, sales enablement and partner training. With Event Portal, the value and return-on-investment of your physical event can be dramatically increased.

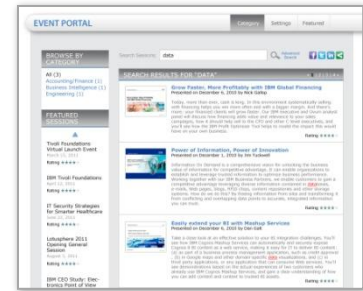
ON24 Event Portal can include hundreds of recorded session webcasts that can be viewed via keyword search, sorted using category filters, or simply browsed. These webcasts can be watched on computers, laptops, mobile phones and tablets.

With ON24 Event Portal, conference organizers get detailed reporting on user activity and interests. The online reporting system includes summary statistics and details about attendee viewing behavior. These reports also provide metrics on the specific individuals who viewed the portal webcasts.

## ON24 On-Demand Event Portal

### Online Webcast Directory

ON24's On-Demand Event Portal allows captured session content to be used for revenue-generating or cost-saving programs. The Event Portal can include hundreds of recorded online sessions that can be viewed via keyword search, sorted using categories, or simply browsed.



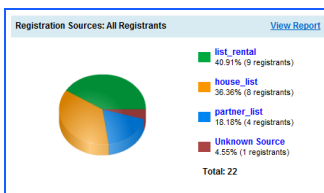
### Keyword-Based Content Search

Viewers can use keyword search to identify a webcast – or section of a webcast – that interests them. The search process looks for keywords in the webcast title, summary, slide content, slide notes and transcript. Clicking on the search results in the slides or transcripts takes the user to the associated section of the webcast.



### Content Management System

Using the ON24 Event Portal's self-service content management system (CMS), portal content managers can setup, describe, feature and categorize webcasts in the online directory. They can also add, update, edit and delete webcasts on an on-going basis.



### Online Portal & Webcast Reporting

The online reporting system includes both Portal and Webcast Reports. The Portal Report provides summary statistics and detailed viewing behavior of attendees that view the Event Portal webcasts. The Webcast Reports provide viewing metrics on the specific individuals who viewed a particular webcast.

### Mobile Access

The ON24 Event Portal and its webcast content can be viewed on mobile devices, including Apple and Android phones and tablets. The Event Portal dynamically determines whether or not the user is using a mobile device, and then delivers the appropriate portal content.



## About ON24, Inc.

The recognized global virtual events market share leader, ON24 is the world's leading provider of webcasting and virtual environments for corporate communications and demand generation. ON24 offers fully integrated, enterprise-wide solutions for a wide range of applications, including training, conferences, company meetings, partner expos and trade shows. More than 750 organizations in technology, publishing, life sciences, government and financial services rely on ON24, including IBM, Cisco, United Business Media, Credit Suisse, GE Healthcare and the National Science Foundation. ON24 is headquartered in San Francisco, with offices throughout the world.