BROAD REACH
communications

Event Webcasting Services

Your Partner for Webcasting Success

- We can produce your webcasts, managing every aspect of creative, production, planning, execution, and promotion.
- We work with you to design an effective online video strategy to meet your business requirements.

Webcasts, Proven Effective For:

- Lead generation
- Education and training
- Corporate communications
- PR/investor relations
- Marketing communications
- Events
- Keynotes
- Session webcasts
- Virtual events
- Meetings
- Global presentations
- Virtual meetings

Broad Reach Communications, LLC
15 Berkshire Road
Landenberg, PA 19350

610 255-5454
800 745-3140

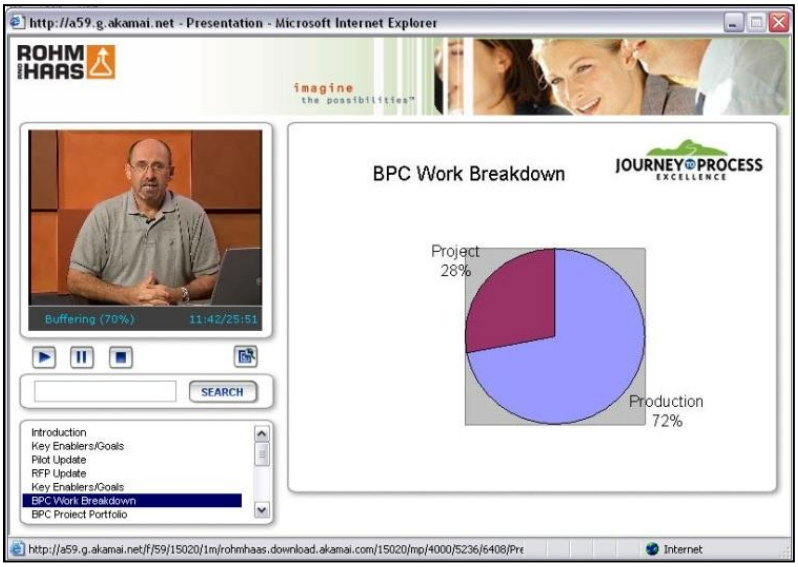
www.broadreach.tv
email: info@broadreach.tv

Using Online Rich Media to Drive Your Business

Reaching targeted audiences is challenging in today's increasingly noisy and crowded messaging landscape. Audiences and their organizations are more mobile, virtual, and matrixed than ever before. You can't assume that everyone you need to reach will ever be in one place at one time. How can you stand out and make an impact? Event webcasting, which takes advantage of powerful Web-based tools to reach large audiences with highly engaging, rich media presentations, provides a breakthrough capability for making the connection with your target audiences.

We are pleased to offer Event Webcasting services. Working with MediaPlatform®, our webcasting technology partner, we can now help you:

- Economically reach audiences in the tens of thousands.
- Combine live and prerecorded video with PowerPoint®.
- Customize the presentation to match your corporate identity
- Conduct real-time surveys and polls.
- Generate webcast analytics and intelligence.
- Utilize multiple remote presenters, switchable in real time.
- Use Adobe Flash® to present on Mac, Windows and Linux.



Our webcasts enable you to combine live or pre-recorded video with PowerPoint and other media elements in a custom-branded player. Your audience can participate in surveys and polls during the presentation, or ask questions in the Q&A box.

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Our Webcasting Technology Partners

Broad Reach Communications delivers its Event Webcasting Solutions using the powerful, comprehensive MediaPlatform® webcasting software. We have established relationships with global delivery networks like Akamai and Amazon. Our SaaS content creation and delivery methodologies enable you to easily produce, schedule and invite attendees, distribute and monitor interactive live and on-demand webcasts.

High reliability and scalability, reaching thousands of simultaneous viewers – Use our SaaS system to produce video or audio webcasts to viewers numbering from the hundreds to tens of thousands.

Unrivaled customization – Easily create a completely unique look and feel for the registration page, event lobby, various templates of the webcast itself, and post-event surveys or re-skin and re-brand one of our standard templates with our Titan Template Editor. Align with your branding standards while creating reusable templates.

Complete webcast features set for video and audio – Include Outlook® integrated invites, PowerPoint® slides, polls, surveys, links and Q&A, external chat systems/social media or RSS feeds, live screen demoing, multiple simultaneous webcasts, and multiple administrators easily in any event.

Archiving and On-Demand webcasts – Give webcast events a "long tail" by making archived webcasts available for on-demand viewing.

Multiple live video remote presenters can participate from anywhere in the world.

Pre-recorded video can be inserted into live and on-demand audio and video events.

Flash® – Deliver your events in Adobe Flash; no need for time-consuming downloads or plug-ins.

Security – Define and secure your viewing audience through a variety of user-specified controls.

Detailed customizable reports, exportable to Microsoft Excel® and in HTML – Provide detailed reports with lead data and analytics to your clients. Include the basic "who watched and what for how long" to geographic maps of audience members to viewer profiles with responses from polling and Q&A.