

VIRTUAL ENVIRONMENTS



Reach your target audiences with your content in a fully branded, immersive and engaging experience that can be accessed from anywhere in the world, 24/365.

ENRICH THE CONVERSATION

West Virtual Environments for marketing, training and HR recruiting are an innovative channel to engage your customers, prospects, partners and employees. As participants don't have to board a plane or pay for a hotel, you'll find that a virtual event can cost-effectively increase your reach and level of engagement.

Your attendees will be greeted by a virtual host and can view stimulating sessions and support material while



asking questions, and connecting with peers and event staff. This allows you to mature your prospects without unnecessary touches.

Marketing and Sales can connect with prospects, customers and partners in an interactive experience that yields key insights about attendees' interest level and engagement, scores leads, and provides all the information to continue the conversation.

ACTIVE ENGAGEMENT

Chat, email, blogs and discussion forums are complemented by extensive social networking features. Live chat translation into 50 different languages helps bridge language barriers. Skype integration enables voice and video chat. Each attendee maintains their own virtual business card and can easily connect with others using networking and interest matching tools.

CUSTOMIZED EXPERIENCE

Virtual Environments are easy to use with intuitive navigation and rich graphics.

The media wall and specialized search ensure relevant content is at attendees' fingertips. Attendees can subscribe to channels and be notified by email when new content is added.



What it means for you:

1. Increased sales pipeline
2. Wider geographic reach
3. Extended branding
4. Lower production cost
5. Shorter time to market
6. Always-on communication

Why customers choose West

1. Best user experience
2. Easiest customization
3. Fastest time to results
4. Persistent environment
5. Smart Reporting
6. Custom branding
7. Global capabilities
8. Most experience in virtual events

"Our virtual event cost us approximately 20% of the cost of an in-person event. We doubled in penetration and increased our sales by 35%."

Sami Boudriga
CGI Technologies

ATTEND

Attendees register on your microsite, personalize their program and add it to their Outlook calendar. Allow attendees who register through LinkedIn to see how they're connected to others.

The convenient event map allows one-click access to event areas and embedded hot links make it easy to browse topics. Online event help and support are also available from anywhere in the environment.

Rather than download individual files, attendees can fill their virtual briefcase with presentations, collateral, messages, contacts, and invitations.

Mobile attendees can join from Apple or Android devices to enjoy the total user experience featuring your full branding and design. They can download content and simultaneously view video and slides, while leveraging device navigations such as pinch zoom and swiping.

MANAGE

Unparalleled in the industry, the Virtual Engagement Center is your campus for managing your entire portfolio of virtual venues, events, content, and structures.



A unique, three-tier data model gives you the flexibility to quickly create new events, reusing existing components. It also lets your attendees maintain their profile across different virtual events.

BUILD

The West Venue Builder takes creating and customizing virtual environments to a new level. Make and view changes in real-time, making production freeze dates a thing of the past.

Choose from an array of predefined themes in our comprehensive design catalog or create your own. Upload photos of your staff to let real people represent your company at your booth. Use your own background images to create an atmosphere that best reflects your brand in the setting of your choice.

There are many opportunities to brand the environment with your colors and logos to extend your brand. You can also apply these to your partners and create sponsorship opportunities to help fund your events.



INTEGRATE

The Virtual Environment platform integrates quickly and easily with your CRM system. For integrated registration you can choose between Fast Access and database level integration to send the data from your systems through to West's.

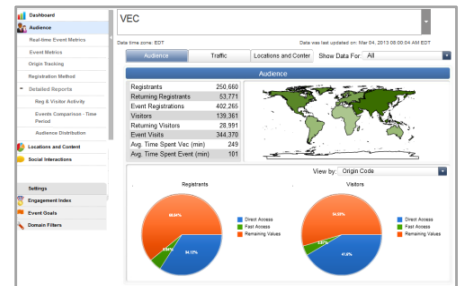
EXECUTE

Cost-effective, high quality audio and video webcast production are at your fingertips. Start with a simple webcam or use professional video equipment.

Use our intuitive wizard to upload your own content, integrate live polls and add Q&A, creating a professional event in five easy steps. Or have our expert event managers handle every detail.

MEASURE

Our proprietary Engagement Index and Smart Reports track behavior, not just attendance. You'll know what content every attendee accessed, how long they spent in each activity, who they spoke with and what was said—delivered in a centralized, easy-to-read dashboard—across multiple events and timeframes.



COMMUNICATE

West supports 17 languages that are automatically invoked by the attendee profile. This capability, combined with our global support team, allows Follow-The-Sun events that extend your reach to audiences around the world. Automatic live chat translation helps remove language barriers and lets your participants communicate seamlessly.