



#### Why Adobe Connect Webinars?

- Immersive customer experiences
- Campaign management and lead scoring
- Attendance across devices
- Built-in robust analytics
- Customizable registration pages and emails
- Manage the live event in a backstage area
- Reach thousands with the Adobe Connect Webcast option

# Adobe Connect Webinars

## The all-in-one webinar solution for marketers

Adobe Connect Webinars helps marketers generate leads by delivering immersive customer experiences and measuring engagement

Includes all the same benefits as Adobe Connect Meetings with added features designed specifically with marketers in mind.

## Drive registrations with powerful webinar management tools

Rapidly create custom registration pages, enabled by powerful Adobe Experience Manager technology, using intuitive drag-and-drop content creation tools and rich design templates. Adobe Connect Webinars enables you to:

- Quickly create customized HTML-based emails and catalogs as well as landing, registration, and login pages
- Set up standard email triggers, such as invitations, reminders, thank-you notes, or missed-meeting notes, as well as custom email triggers to go out to specified registration groups at predefined times
- Leverage email and event page templates to help ensure consistency across the organization, and customize using a variety of components including images, tables, charts, carousels, and other elements
- Improve event discovery with automatically generated master event catalogs that list all events and can be easily embedded into any website and highlighted in a carousel. Provide options to view events by date, topic, or other identifiers

## Prepare for events in advance

Save time and get your webinars off to a great start by planning ahead. Leverage persistent meeting rooms to prepare an event environment once and reuse it continuously, making rehearsals and event series easy and event administration more efficient.

Adobe Connect Webinars enables you to:

- Prepare room environments once and reuse continuously, including layouts, content, video, images, polls, notes, and other elements, as well as the meeting room URL itself
- Prerecord content for seamless replay during a live session for a more consistent experience across viewers

## Maximize reach and simplify event attendance

Maximize reach by enabling participants to join your events from virtually any device, with simplified access and reminders to ensure users don't miss your event. Adobe Connect Webinars enables you to:

- Simplify registration experiences for participants, with the option of enabling event participants to login to an event directly by using their email addresses, eliminating password requirements
- Provide automatic email and Microsoft Outlook calendar reminders
- Enable access from anywhere, anytime, across devices
- Enable instant access from the desktop, with no client downloads required

#### Why Adobe Connect?

- Help ensure instant, easy meeting access
- Deliver rich, interactive, impactful experiences
- Maintain control of security and compliance
- Extend solution capabilities
- Meet all your web conferencing needs

*"Adobe Connect will save money and time when creating customized webinar landing pages and engaging, branded content for each event. This is a big benefit because it improves recruitment and the overall experience for our attendees."*

Jana Kodel  
Development project manager, Mrs. Fields Famous Brands

#### For more information

For more information on how to get started using Adobe Connect, visit [www.adobe.com/products/adobeconnect/webinars.html](http://www.adobe.com/products/adobeconnect/webinars.html)

#### Try it today

For a free 30-day trial of Adobe Connect, visit [www.adobe.com/go/try\\_adobeconnect](http://www.adobe.com/go/try_adobeconnect)

## Deliver immersive customer experiences

Deliver experiences with the greatest impact and memorability using intuitive event layouts and controls, dynamic multimedia, video streaming, social media integration, a wealth of interactive options and real-time engagement monitoring tools. Adobe Connect Webinars enables you to:

- Leverage complete flexibility in arranging meeting room layouts by adding, removing, resizing, or moving pods such as chat, Q&A, notes, content sharing, video, webcam streams, and others, enabling you to present your message in the most effective way and keep participants engaged
- Integrate social media with live Twitter streams during your event, enabling participants to follow discussions related to the event or other topics in real time, directly from within the event environment
- Leverage a backstage area and "prepare mode" to coordinate events behind the scenes, enabling multiple presenters and hosts to simultaneously update their layouts and upload new content on-the-fly without disrupting presentations in progress, helping ensure seamless event execution
- Monitor engagement in real time backstage and understand how well your message is resonating. Gauge audience engagement levels on both an individual level and overall, including specifics on interaction (Q&A, poll responses, and others)

## Optimize events with Adobe Analytics to increase ROI

Improve return on investment and participant experiences with built-in, easy-to-use analytical tools that identify top-performing promotions, measure webinar engagement, and generate rich visual interpretations of data for faster decision making. Adobe Connect Webinars enables you to:

- Evaluate and refine promotional tactics with robust campaign tracking capabilities that enable you to identify channels that produce the highest traffic, as well as the most qualified leads
- Quickly monitor and socialize program results leveraging rich graphical interpretations of data, including a conversion funnel to see the total number of qualified leads, specific page views, and the number of leads generated based on pre-determined criteria
- Integrate with a full subscription of Adobe Analytics to measure and compare effectiveness across all webinars, correlate data with website traffic and other digital marketing campaigns, and create a 360-degree view of your prospects as they roam all of your digital properties

## Reach thousands with the Adobe Connect Webcast option

Choose the Adobe Connect Webcast option to scale your online event to well beyond what's possible in a face-to-face setting or via other webinar solutions. The Webcast option is the large events solution from Adobe designed to support one-to-many or few-to-many customer requirements. You can reach an audience of thousands instantly and share high-quality streaming video that can be delivered live or on demand. The Webcast option includes bundled event management services.



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