#CiscoLive

The bridge to possible

The Future of Events

Connecting Virtual and In-Person Event Experiences

Christina Torok – Webex Events, Lead PMM
Ian McGuigan – Webex Events, PM

PSO COL 1013

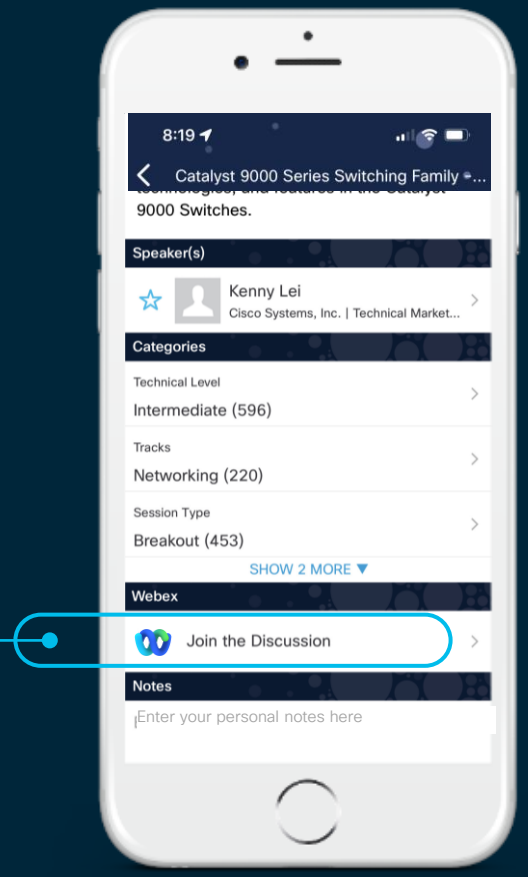
Cisco Webex App

Questions?

Use Cisco Webex App to chat
with the speaker after the session

How

1. Find this session in the Cisco Live Mobile App
2. Click “Join the Discussion”
3. Install the Webex App or go directly to the Webex space
4. Enter messages/questions in the Webex space



https://ciscolive.ciscoevents.com/ciscolivebot/#PSOCOL-1013

Webex spaces will be moderated by the speaker until June 17, 2022.

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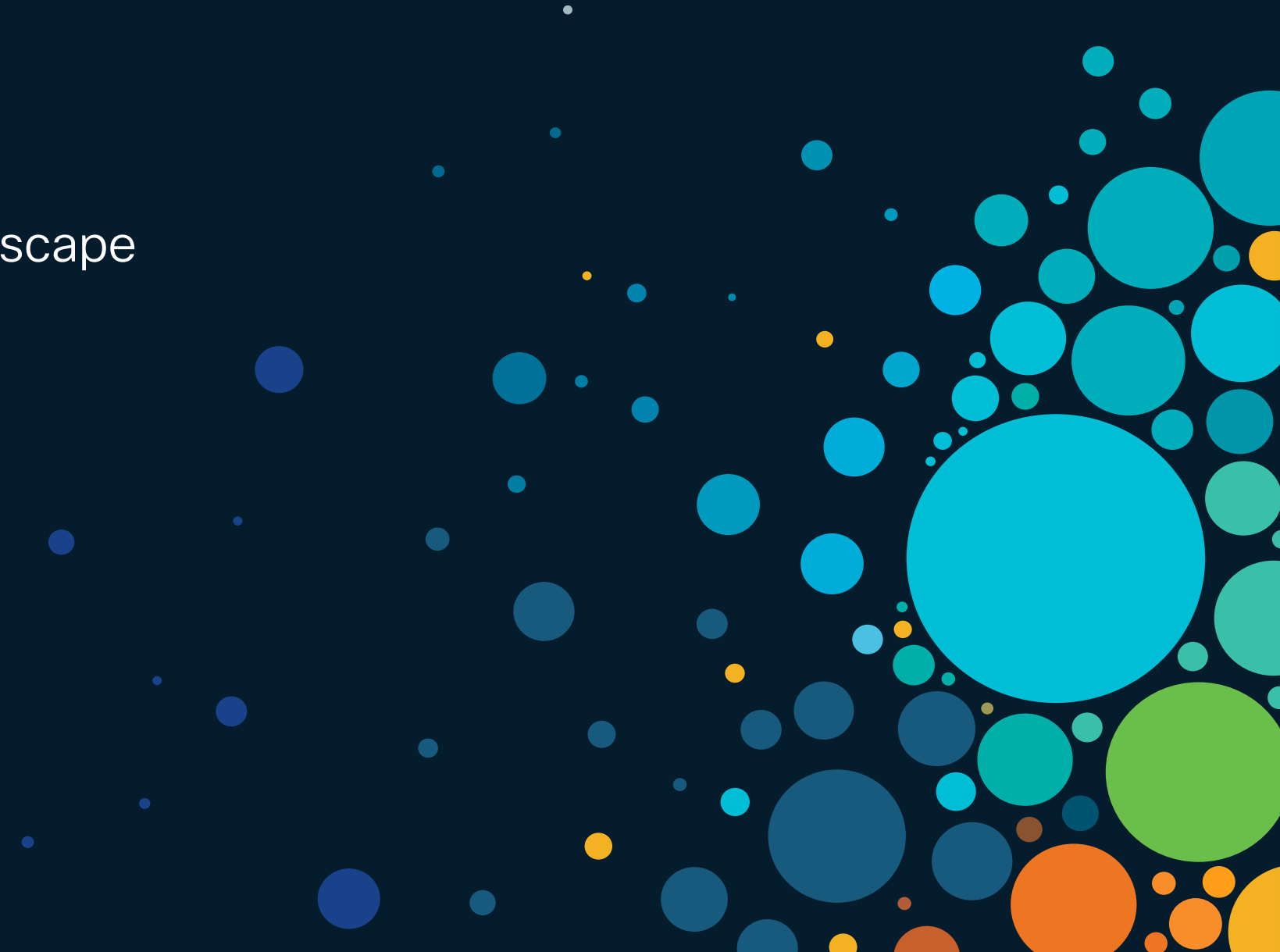
AGENDA

Trends and Market Landscape

Product Overview

Demo

Conclusion



Spectrum of meetings & events

Webex Meetings

Webex Webinars

Webex Events
Formerly Socio

Event Complexity

1:1 meetings

Simple group events

Frequent, collaborative, equal participation

All hands meeting

Marketing webinar

Simple setup and delivery, single session, CRM integration

Industry conference

Tradeshow / Expo

Employee Summit

Multi-session, ticketing, peer networking, digital event hub & virtual venue

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Webex Events supports events of all types & sizes

Sales kick-offs

Trade shows & Expos

Conventions

Annual Meetings

Conferences

Job fairs

Festivals

Fundraisers

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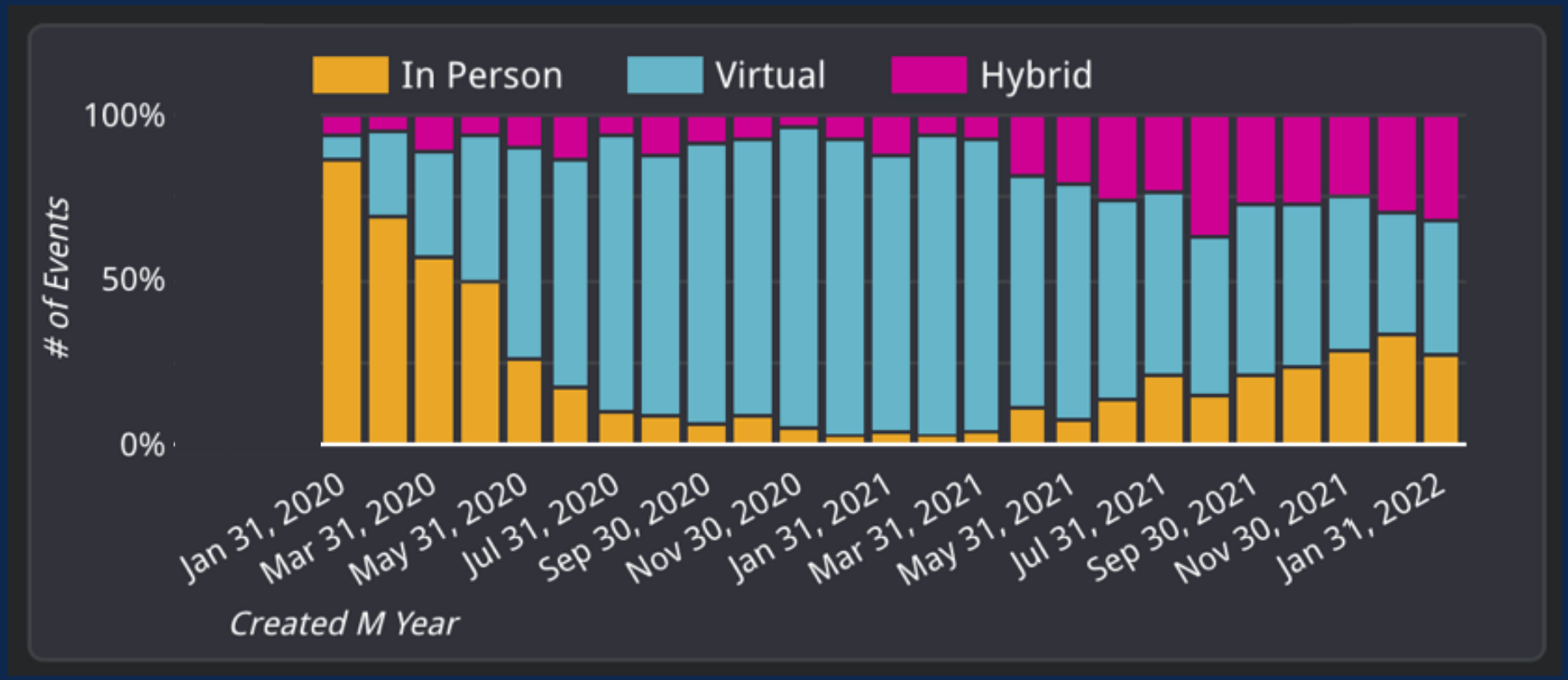
Event trends over the past two years



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Event management challenges for IT

Solution time to market

Uncertainty about data security & compliance

Multiple contracts, vendors and variable costs

Decentralized app management across LOBs

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Delivering value before, during and after events

Pre-Event

- Event hub setup
- Registration & Ticketing
- Customized Branding
- Email Marketing
- Check-in & Badge Printing

In-Event

- Web & Mobile Event Apps
- Attendee Networking
- Content Management
- Sponsor & Exhibitor Management
- Live display
- Lead Retrieval
- Streaming & Simulive
- Audience Engagement

Post-Event

- Analytics & Reporting
- Video-on-Demand
- Community Building
- Measured ROI

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DEMO

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Key Takeaways

- Secure, centrally managed events platform
- One application for all lines of business – and all event formats
- Easy to use & flexible event solution that pivots with your business changes

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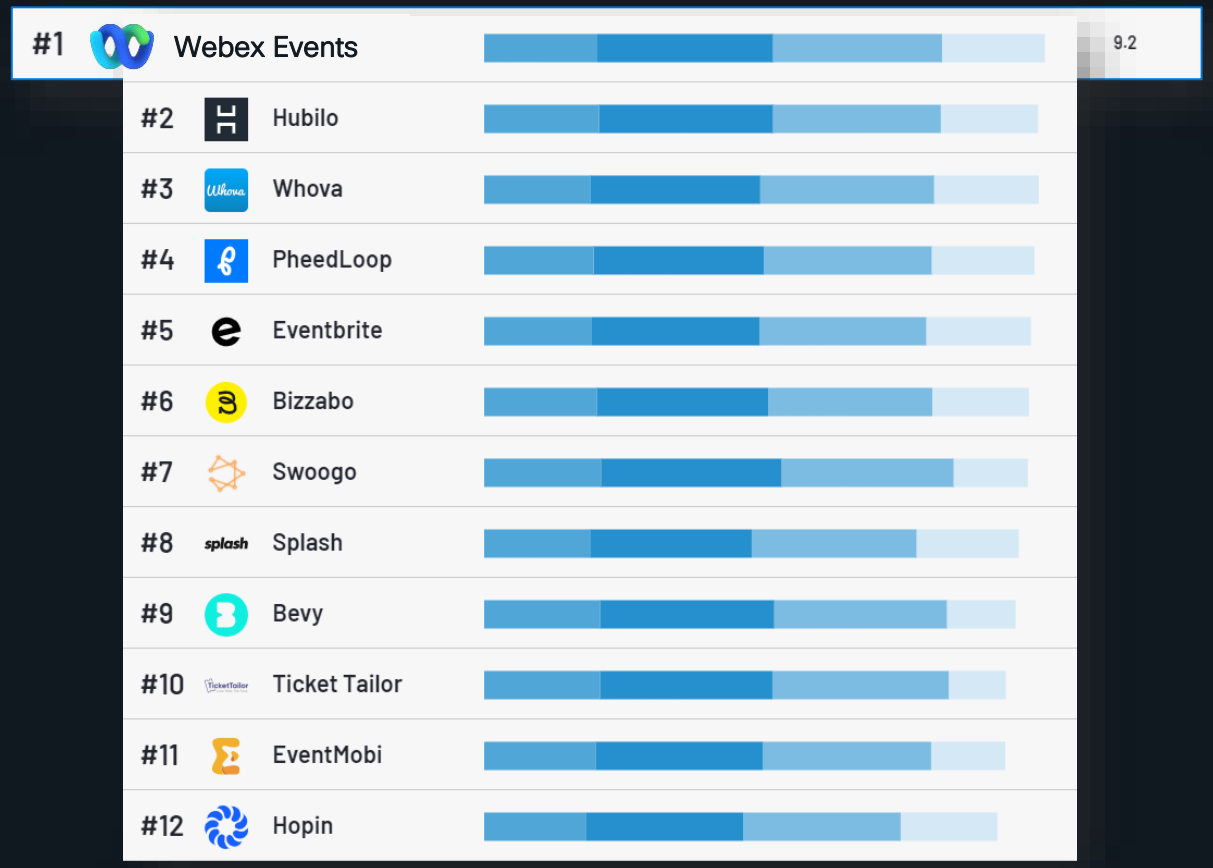
Ranked No. 1 Event Management Platform

Events Managers, IT Administrators and Operations Leaders voted!

Users ranked Webex Events over Hopin, Bizzabo, Cvent and others based on how easy the product was to administer and how well it met business requirements.

#1 Event Management Platform

Voted Easiest To Use



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Flexible purchase plans – some include Webex Events!

You may already own Events!

Events is included in the Webex Suite

Events is included with many Webex Suite Enterprise Agreement plans – alongside meetings, calling & messaging

Standalone or point purchase

Customize purchases based on your needs – all virtual, all in-person, or a mix of both.

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Technical Session Surveys

- Attendees who fill out a minimum of four session surveys and the overall event survey will get Cisco Live branded socks!
- Attendees will also earn 100 points in the Cisco Live Game for every survey completed.
- These points help you get on the leaderboard and increase your chances of winning daily and grand prizes.

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Network simulation platform for design, testing, and troubleshooting

Cisco Learning Network
Resource community portal for certifications and learning

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Cisco Training Bootcamps
Intensive team & individual automation and technology training programs

Cisco Learning Partner Program
Authorized training partners supporting Cisco technology and career certifications

Cisco Instructor-led and Virtual Instructor-led training
Accelerated curriculum of product, technology, and certification courses

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Cisco Continuing Education Program
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- Book your one-on-one Meet the Engineer meeting
- Attend the interactive education with DevNet, Capture the Flag, and Walk-in Labs
- Visit the On-Demand Library for more sessions at www.CiscoLive.com/on-demand

cisco Live!

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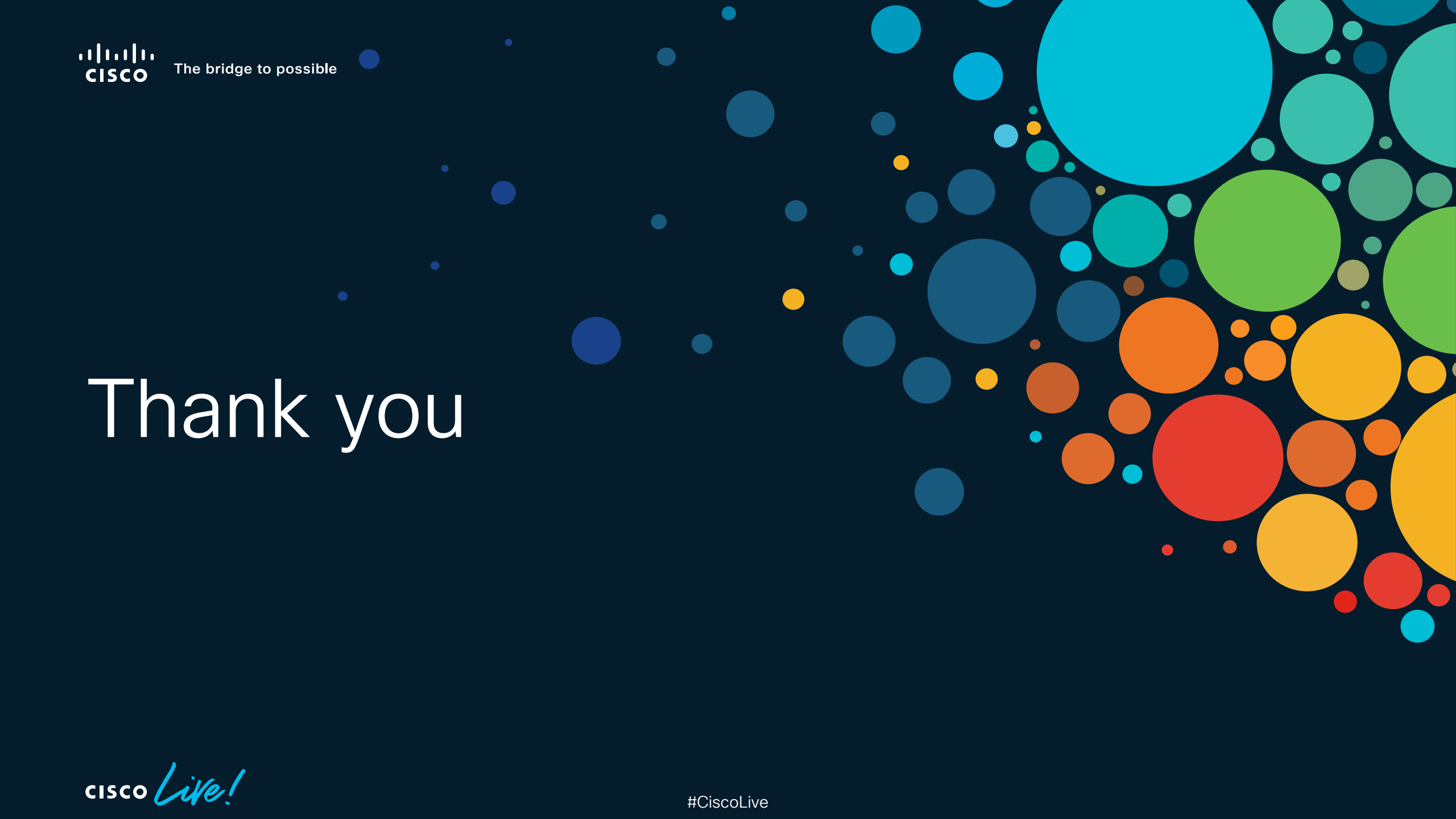
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The bridge to possible
Thank you
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