AT&T Connect® with event services
Your All-in-One Conferencing Solution

AT&T Connect® is an easy-to-use global audio, video and web conferencing platform ideal for day-to-day collaboration. Event services is your source for hosted large or high-profile events backed by full-scale professional services. AT&T is your complete, single-source partner for low-cost, high-impact conferencing.

Go Forward. Don’t Go It Alone.
Remember the old days, when organizations could afford elaborate business practices? Expensive business travel... Time-consuming training programs... In-person meetings...

Those days are over. Gone are costly classroom training sessions. Mandated mega-meetings, budget-busting boondoggles, counterproductive cold calls... All gone. Replaced by a smarter, more efficient way to reach your audience – the webinar. Now made even better by AT&T Connect event services.

Professional Services for Professional Events
Event services helps you produce professional, cost-effective webinars. You don’t need a platform - event services will provide large event hosting capabilities. You don’t have to DIY - event services producers will help you plan, promote and present. You don’t need more time and staff – the Event Management System will brand, automate and track registration, communications and reporting. All you have to do? Schedule your next webinar with event services.

AT&T Connect event services can help you produce webinars for all of your business events:

- Marketing Seminars
- Customer and Employee Training
- Company “Town Hall” Meetings
- Earnings Calls and Shareholder Meetings
- Media Briefings

Keep it Simple
Imagine how effortless webinars would be if you had a cost effective team of experts to handle anything or everything for you. Webinars really are that easy with AT&T Connect event services.

- Reach and teach up to 1500 attendees easy as 1, 2, 3. Fully integrated event management adds to the professionalism of your event, subtracts from the cost and effort required, multiplies attendance and even helps you tally ROI.
- Select from a full menu of professional planning, management and production services. Event services specialists will help you promote attendance. Deliver an expert presentation. And showcase your organization with an impeccable production that achieves your business goals.

To learn more about AT&T Connect event services, visit www.att.com/attconnect or have us contact you.

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Four Steps for a Successful External Webinar

Step 1: Plan
• Set objectives.
• Assess the target audience.
• Plan the program content and format. Decide on guest speakers, an appealing title, whether you will incorporate video, etc.
• Work out a budget and a schedule.
• Establish the metrics you will use to evaluate success.

Step 2: Promote
• Send promotional emails to your mailing list.
• Use social media to get the word out.
• Integrate branded promotions with your overall marketing strategy. For instance, have event services create a registration and post-event site to promote your event. Send confirmation notes and meeting reminders after registration.

Step 3: Present
• Work with event services experts to develop rich content, incorporate live or recorded video, rehearse your presentation and produce an informative, well-branded event.
• Incorporate guest speakers who lend credibility to the event.
• Open the lines — or the notes — for questions. Event services will help you to moderate an engaging Q&A.
• Record the session for future use as a training module, customer presentation, etc.

Step 4: Follow Up
• Send automated thank you notes to attendees and “sorry we missed you” notes to those who registered but did not attend.
• Turn your registration page into a post-event web site with event services. This page will continue acquiring useful information about users as they register to access the recorded event and collateral materials.
• Export event services’ custom registration and attendance data to help you analyze ROI and evaluate your event’s success.

Seize Strategic Opportunities with a Webinar Advantage
As versatile marketing tools, webinars tap the potential of technology to help capture new business, unlock new markets and improve the ROI of your communications. With our expert support and world-class technology, you can deliver content-rich programs that offer real value.

For more information and timely news contact your AT&T Representative, visit us at www.att.com/ATTConnect, or follow us on Twitter at http://twitter.com/BizSolutions.

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