

Bridging Distance With the Click of a Mouse

Flexible and adaptable, webcasting is an online meeting format, which streams both video and audio content into one source and distributes it over the Internet. Eliminating scheduling conflicts, time zone coordination and travel costs, anyone with access to the Internet and a computer can attend a webcast event.

Webcasts are easy to use and are live and in real time, and can take place in any location, unlike traditional meetings where audio visual equipment, staff, and an outside location is often required.



Webcasts can be used to:

- Investor sales presentations (including Annual General Meetings)
- E-learning (online learning)
- CEO Chat Sessions (Town Halls)
- Sales and marketing meetings
- Program and procedure updates
- Training and development
- Product launches
- Product demonstrations
- Advisory meetings
- Earning announcements
- Analyst meetings

Advantages of webcasting

- **Secure** — access to the webcast can be restricted or password protected to ensure all information remains confidential.
- **Statistic gathering** — you can obtain online, real-time statistics about your audience including the number of attendees, the length of time people tuned in as well as country of origin, and IP address.
- **Reach** — the number of attendees reached during an online meeting is limitless. You can reach customers or staff worldwide, just with the click of a mouse.

- **Interactive** — a number of features can be added to a webcast including chat, tests, exams, surveys, or polls. These interactive features improve information retention and keep your audience's attention.
- **Time and cost effective** — webcasts eliminate the need for your staff or customers to travel to destinations, which wastes time and money. Participants can view the webcast in the comfort of their own home or office.
- **Environmentally responsible** — eliminating the need for travel, webcasting reduces emissions and as a result, reduces your carbon footprint!

A fully integrated webcast from GavCom Media Productions allows you to capture and record audio, video, as well as data including PowerPoint slides, all in a streamed media presentation. The system automatically syncs a speaker's video with the delivery of their support data including graphics, slides, video, or DVD into a single, seamless presentation.

Webcasts are hassle-free, GavCom Media Productions can manage everything for you from invitations, registration, and the actual webcast itself.

Contact GavCom Media Productions today to discover how you can make webcasting an integral part of your marketing communications strategy today!