

LIVE WEBCASTING SERVICES

REACH. ENGAGE. MEASURE.

As communications professionals, you need to reach and engage your community of internal and external stakeholders worldwide.

Rely on our measurable and cost-effective webcasting services for your business communications needs:

- Employee engagement
- Customer outreach
- Product marketing & branding
- Corporate messaging
- Compliance & disclosure

WEBCASTING BENEFITS

- Engage a global audience
- Reduce travel and teleconference costs
- Eliminate software or download requirements
- Increase brand awareness with a webcast player customized with your brand identity
- Interact with attendees in real-time with Q&A and polling
- Search, sort and export user analytics to uncover business intelligence and demonstrate ROI

Gain peace of mind with a dedicated Event Manager who will support your needs before, during and after your webcast.

INCREASE ENGAGEMENT & REDUCE TRAVEL COSTS

Deliver a high-quality multimedia webcast directly to your audience's desktop with our innovative and easy-to-use webcast platform. Whether you are extending the reach of a live event or looking for a more engaging alternative to conference calls, webcasting offers many of the benefits of an in-person meeting without the travel costs.

DRIVE LEAD GENERATION AND BRAND AWARENESS

Webinars are a cost-effective way to drive lead generation and brand awareness through the delivery of thought leadership content. Our webinar services help you maximize attendance to your presentation and qualify leads for sales. Through comprehensive reporting that can be customized to your needs, you can demonstrate ROI and improve the success of follow-up activities.

WHAT ARE COMPANIES USING WEBCASTING FOR?

- Executive communications
- Town hall meetings
- Webinars
- Earnings calls
- Product announcements
- Lead generation
- Press conferences
- Analyst meetings
- Training
- Recruiting
- Conference presentations

Increase brand awareness with a logo, banner and custom colors.

Link directly to supporting materials to illustrate important points and allow attendees to review information at their leisure.

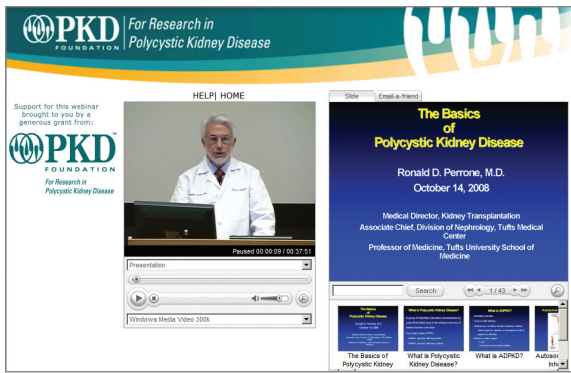
Index and archive your webcast for on-demand replay minutes after the event.

Engage your audience with slides. According to research, people tend to remember only 20% of what they hear, but 50% of what they see and hear.

Allow viewers to respond to the presentation in real-time through online polling and Q&A.

Personalize your message by including a photo of the speaker(s) or live video.





The PKD Foundation uses our webinar solution to deliver educational content to a global audience. Viewers interact in real-time with the host using the Q&A feature on the webcast player.

WEBINAR FEATURES

- **Flexible platform:** Your webinar is delivered in Windows Media and Flash formats, compatible with virtually any modern browser and operating system:
 - IE 6+ (Windows)
 - Firefox 1.5+ (Windows, Mac OS X, Linux)
 - Safari 3+ (Mac OS X)
 - Opera 9+ (Windows, Mac OS X, Linux)
- **Customized branding:** Customize your registration page and webcast player with branding from your company and sponsors.
- **Invitations:** Maximize attendance with customizable HTML invitations, reminders and registration confirmations.
- **Control booth:** To ensure smooth transitions between speakers, synchronized control booths allow all presenters to stay coordinated with features such as online chat and slide preview. On a single interface, hosts can also monitor audience attendance, view poll results and moderate inbound questions in real-time.
- **User analytics:** Improve lead qualification with user analytics that help you better understand attendee behavior. See how long participants watched, who asked a question and view answers to polls and surveys. Our flexible reporting helps you measure the success of your webinar and demonstrate the ROI to senior management.

Getting started is simple. We'll manage all the details and guide you through the entire process. Once you've arranged for speakers and prepared your presentation, we'll set up your webinar and send out HTML invitations, reminders and registration confirmations to maximize attendance.

END-TO-END WEBCAST PRODUCTION SERVICES

When webcasting a live event, there are many moving parts to consider. Our experienced onsite producers will work with you to design a solution that meets both your creative and budgetary needs. Consolidate vendors and establish a single point of contact so you can stay focused on your message and presentation. Our capabilities include:

- Signal acquisition for live video webcasts including fiber and satellite connectivity
- Broadcast-quality video cameras
- Pro audio microphones, mixers and recording equipment
- Full-service lighting and staging
- Public address systems and projection equipment
- Translation services
- Complete project management

WHY THOMSON REUTERS

Experience: We deliver 25,000 webcasts each year - more than any other provider. Over 5,000 companies rely on our communications platform, including 90% of the Fortune 500.

Quality: We have stringent quality assurance and monitoring procedures in place to ensure your webcast is of the highest quality.

Innovation: With annual revenues exceeding \$12 billion, we continuously invest in our solutions to maintain our commitment to quality and innovation.

Global reach, local touch: With operations in 93 countries and fully operational webcast centers across 4 continents, we provide regional expertise and local language support to meet your needs in every market. Our client service teams are available 24 hours a day, 7 days a week.

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