



# ReadyTalk Platinum Web Event

EVENT SERVICES



Running a large, business-critical web event? Host your next big event with confidence with the ReadyTalk Platinum Web Event. This comprehensive package includes all of the technology and professional services needed to ensure your webinar is flawless.

## Why Choose a ReadyTalk Platinum Web Event?

Unprecedented service and peace-of-mind

A ReadyTalk Event Manager will work hand-in-hand with you before, during and after the webinar, providing expert guidance and support to ensure you get the most out of your investment. We'll handle the logistics and technical details so you can focus on communicating your message.

Convenience of an all-inclusive package

Enjoy a comprehensive package that delivers everything you need to host a flawless web event. The fixed price point means you won't be surprised by unexpected charges on your bill.

Extend your ROI beyond the live event

ReadyTalk Platinum Web Event combines cutting-edge technology and expert guidance to leverage your investment after the event ends. We'll edit your recording and help you use the ReadyTalk Media Player to embed it in websites, blogs and social media outlets. Plus, we'll create a podcast for added distribution flexibility.

### Unprecedented Service & Convenience for High-Profile Events

ReadyTalk Platinum Web Event provides all of the technology and professional services you need to make your next business-critical webinar a success. Our experts will deliver white-glove service every step of the way – from pre-event planning to live-event support to post-event follow-up – so your important event is flawless.

### ReadyTalk Platinum Web Event Package

- **Web Conferencing**
- **Direct Operator-Assisted Audio**
- **Broadcast Audio**
- **Recording Archiving**
- **Up to 10 Hours of Professional Event Services**

## Comprehensive Event Services

A dedicated ReadyTalk Event Manager will work with you throughout the event to help make the most of your time and money. Up to 10 hours of professional services are delivered with the ReadyTalk Platinum Event. Services include:

### Pre-Event Services

- Kick-off call to address event logistics and strategy (1 hour)
- One-on-one training
- Best practices guidance
- Project plan to layout timeline, roles and responsibilities
- Event scheduling, set-up and customization by Event Manager:
  - Registration page
  - Event invite e-mail
  - Registration confirmation e-mail
  - Reminder e-mail
  - Post-event follow-up e-mails
  - Campaign tracking
- Expanded event dry run and rehearsal (1 hour)

### Live-Event Services

- Pre-conference call in private “green room” (30 minutes)
- Dedicated speaker lines
- Operator services (introductions, announcements, dial-out)
- Set-up and testing of broadcast audio stream and recording
- Live event monitoring and support by an Event Manager
- Operator moderation of audio Q&A

### Post-Event Services

- Post-event wrap-up call and debrief (30 minutes)
- Customized post-event attendee survey
- Editing and publishing of embeddable recording and podcast
- Post-event reports (attendance, survey, chat, campaigns)
- Follow-up emails to attendees and no-shows

## ReadyTalk Platinum Web Event Pricing

ReadyTalk Platinum Web Event includes everything needed to host a flawless web event with as many as 3,000 participants at a predictable price point. You pay a flat fee based on the number of participants and the event duration.

Contact us at 800.843.9166 or [sales@readytalk.com](mailto:sales@readytalk.com) to learn more about how a ReadyTalk Platinum Web Event can help you put on your next big event with confidence.

## Learn More

Contact us at 800.843.9166 or [sales@readytalk.com](mailto:sales@readytalk.com) to learn more about how ReadyTalk Event Services can help you put on your next big event with confidence.

## About ReadyTalk

ReadyTalk is committed to helping customers conduct successful audio and web conferences of all sizes – from small, ad hoc meetings to large, formal events. Visit [www.readytalk.com](http://www.readytalk.com) to learn more about our full range of technology and services including:

**Audio + Web Conferencing | Web Events + Professional Services | Recording + Syndication**