

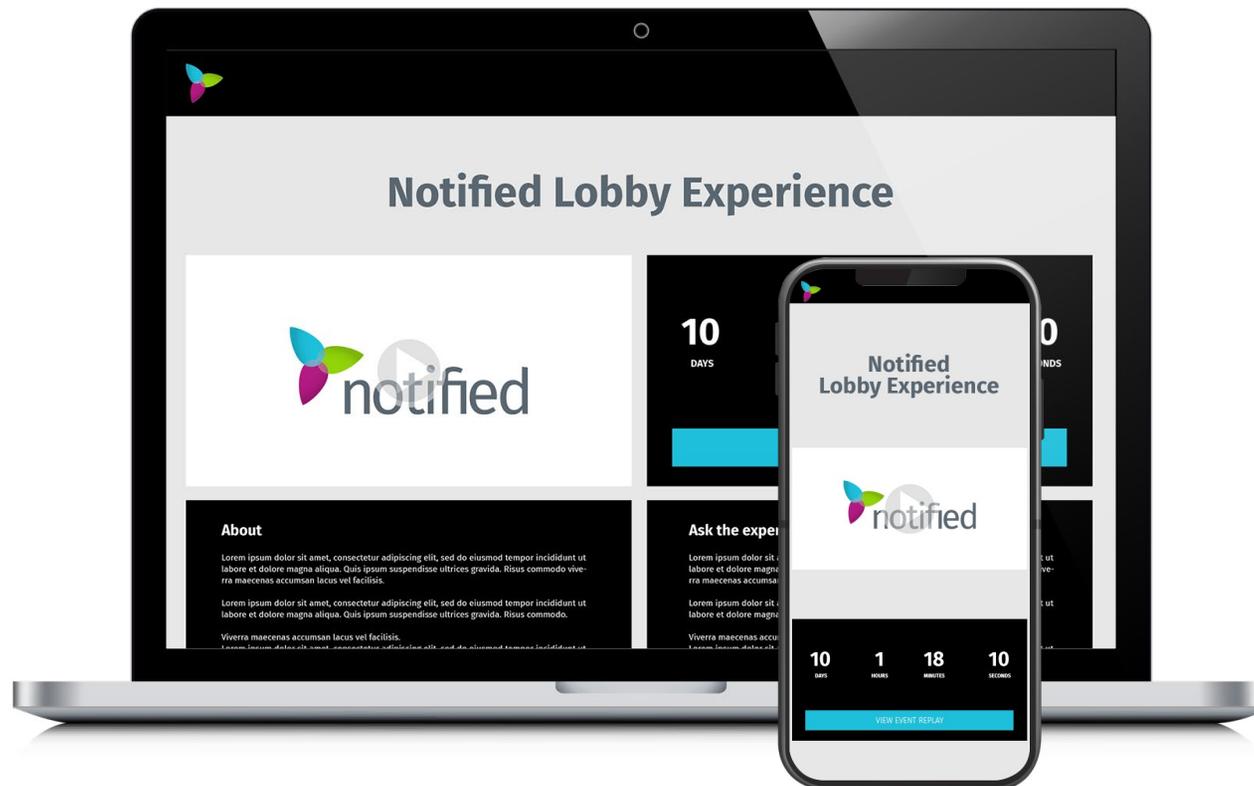
# Lobby Experience



## Create a Fully Branded Pre- and Post-Webcast Destination

Lobby Experience lets you create fully-branded pre- and post-webcast virtual lobbies to extend audience engagement beyond the live webcast. You have the power to capture and gauge your audience's interest before and after the live presentation through a range of interactive widgets, including countdown clocks, chat panels, Q&A, polling, surveys, and videos.

Notified's award-winning webcasting platform provides companies with a simple and cost-effective solution to deliver exceptional webcasts to global audiences. Equipped with powerful interactive tools and features, the platform not only enhances the webcast experience but also provides robust data analytics that let you measure success.



## Common Pain Points

Whether you're hosting webcasts to generate leads, drive demand, or educate your audience, audience engagement is critical to your success. If you're struggling to foster active engagement, you're not alone. Our customers have all experienced the challenges associated with entertaining a remote and global audience:



No pre-webcast  
engagement strategy



Low live attendance rate



Lack of audience interaction



Poor post-webcast  
lead generation



Inability to measure impact  
and ROI



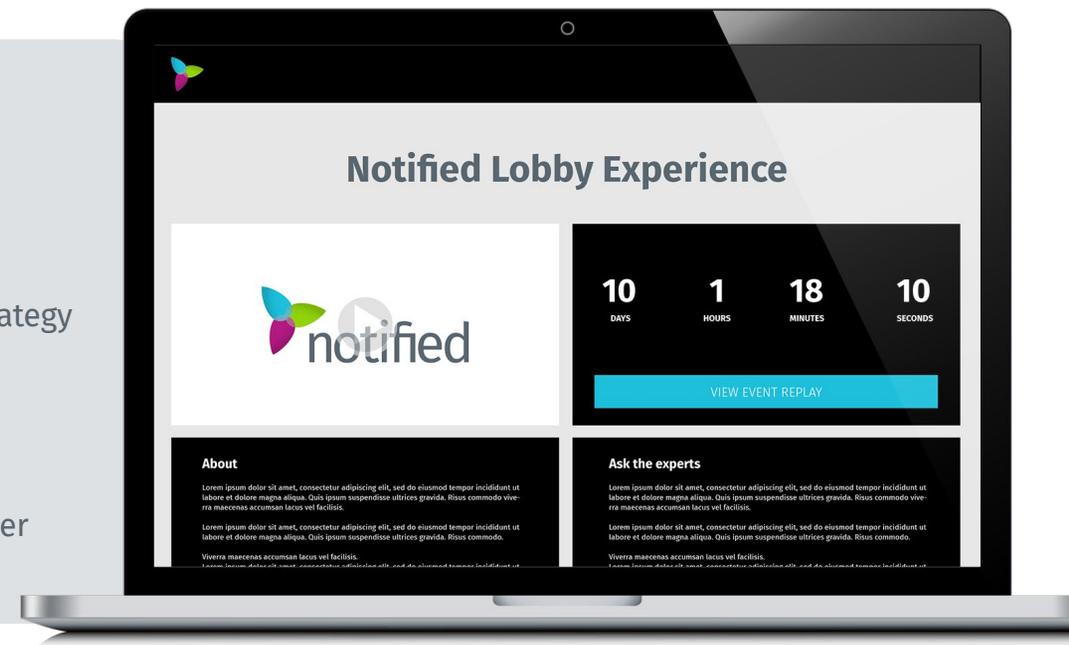
Poor alignment with  
overall strategy

## Key Benefits

Lobby Experience allows you to turn one-time webcasts into unique, value-driven experiences.

Deliver engaging content to audiences around the world with interactive and informative, pre- and post-webcast environments.

- ✓ Extend the engagement time of your webcast
- ✓ Keep your audience informed with interactive content
- ✓ Leverage one-time webcasts to nurture your marketing strategy
- ✓ Increase brand awareness, promote your thought leaders, share related content, and promote upcoming webcasts
- ✓ Convert more webcast leads into paying customers - quicker



# Use Cases

Whether you are hosting a sales kickoff meeting or developing a virtual program designed to launch a new product, extend the reach of your content and uplevel your webcasts with Lobby Experience.

## Add Lobby Experience To Your Webcasts:



Lead Generation



Product Launch



Thought Leadership



Investor Day



Virtual Town Hall



Education and Training

# Extend Your Webcast Engagement

With Lobby Experience, you can offer a rich and engaging webcast experience that starts at registration and lasts well beyond your live presentation.

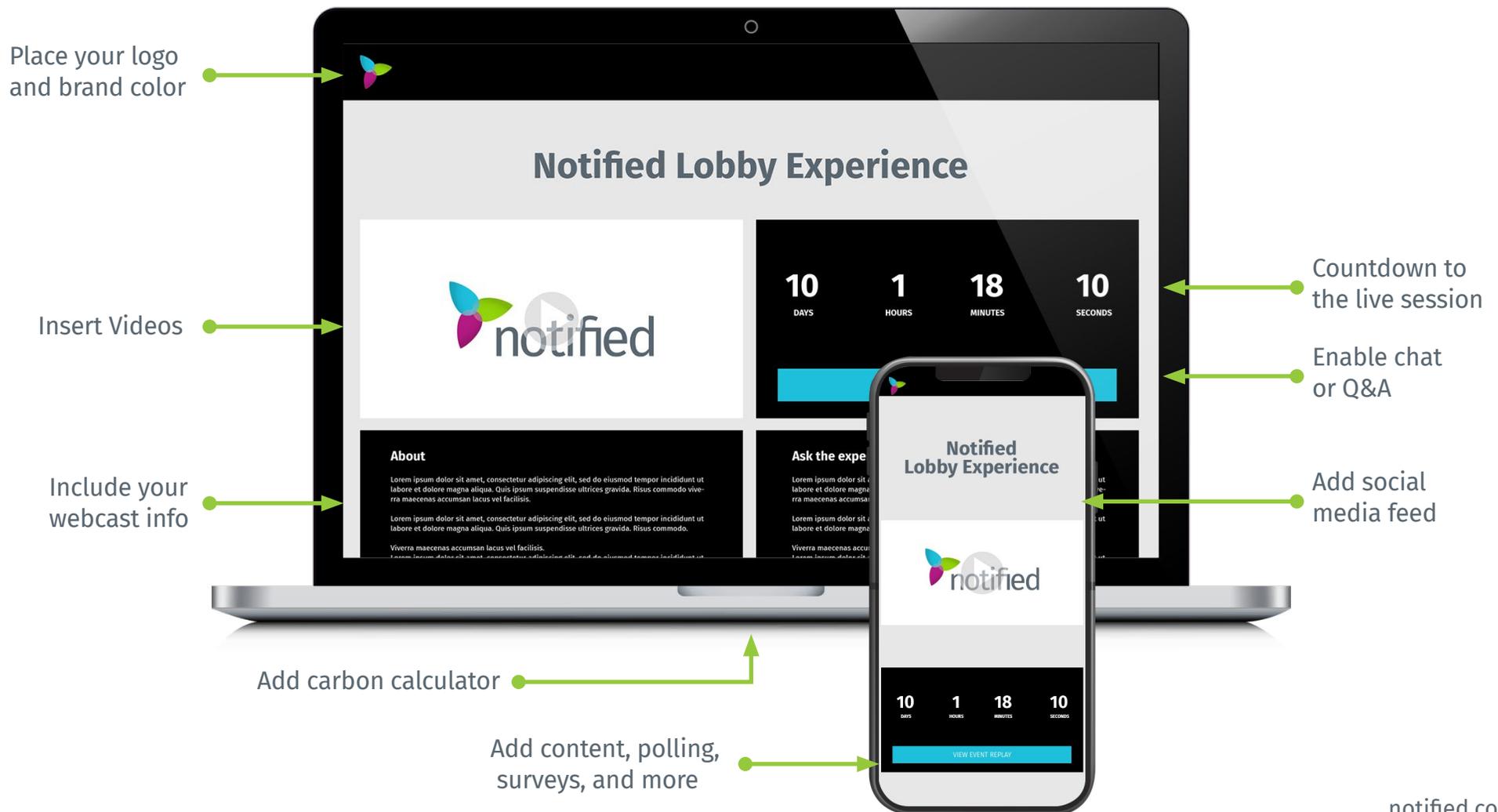
- **Pre-Webcast Lobby:** You no longer have to wait until the live session to connect with your audience. Upon registration, participants land in the pre-webcast lobby where they can download content, submit questions, chat with other participants, and more!
- **Post-Webcast Lobby:** Start the follow-up process with your audience immediately after your live session. At the conclusion of the webcast, attendees are placed into a lobby where they can register for upcoming events, download content, and watch the session on demand.

Best of all? Both the pre- and post-webcast lobby remain accessible during the presentation's on-demand period.



# Customize Your Lobby with Interactive Widgets

Within the lobby, a range of interactive widgets can be added to offer related content, source speaker questions, and allow attendees to connect with each other prior to the live webcast.



## | About Notified

Notified is the world's only communications cloud for events, public relations, and investor relations to drive meaningful insights and outcomes.

**Notified Event Cloud** lets you create unforgettable experiences to build brand and community engagement. It's the world's most comprehensive end-to-end event technology and related services to power the creation and management of events.

**Notified PR Cloud** helps you optimize brand value, increase earned media, and drive meaningful business impact. Reach global audiences, monitor brand sentiment, send GlobeNewswire press releases, and measure success.

**Notified IR Cloud** lets you manage stakeholder communications and regulatory requirements to maximize shareholder value. Tell your investment story with high-impact, multichannel solutions – earnings announcements, press releases, webcasting, virtual events, and IR websites.

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