

A First Look at Notified Event Cloud

Overview of Event and Webinar Solution
for Demand Generation and Online
Video Marketing

June 2022

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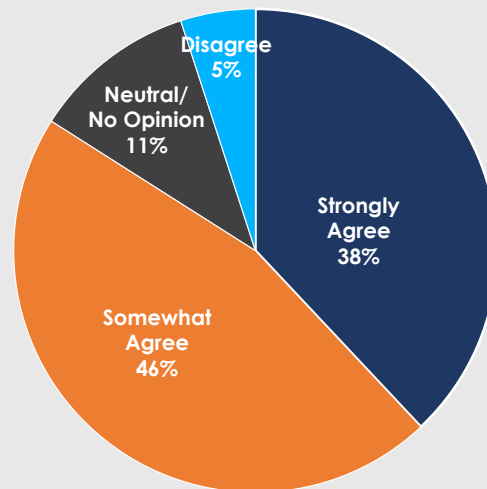
A FIRST LOOK AT NOTIFIED EVENT CLOUD

The Evolving Role of Online Events in the Corporate Marketing Lifecycle

Adoption of event technologies skyrocketed during the pandemic, as online venues offered a viable alternative for large in-person gatherings that could not be held due to pandemic limitations. Those experiences with online video collectively helped to set the stage for a more widespread use of web-based event platforms in marketing. Audiences that are now more familiar — and comfortable — with online video are more receptive than ever before to accessing live webinars, virtual events, on-demand clips, and other forms of video used in outbound communications. As a result, marketers now are recognizing that they must evolve their strategies for burnishing their corporate image and generating leads as a result of changes in end-user habits spurred by the pandemic.

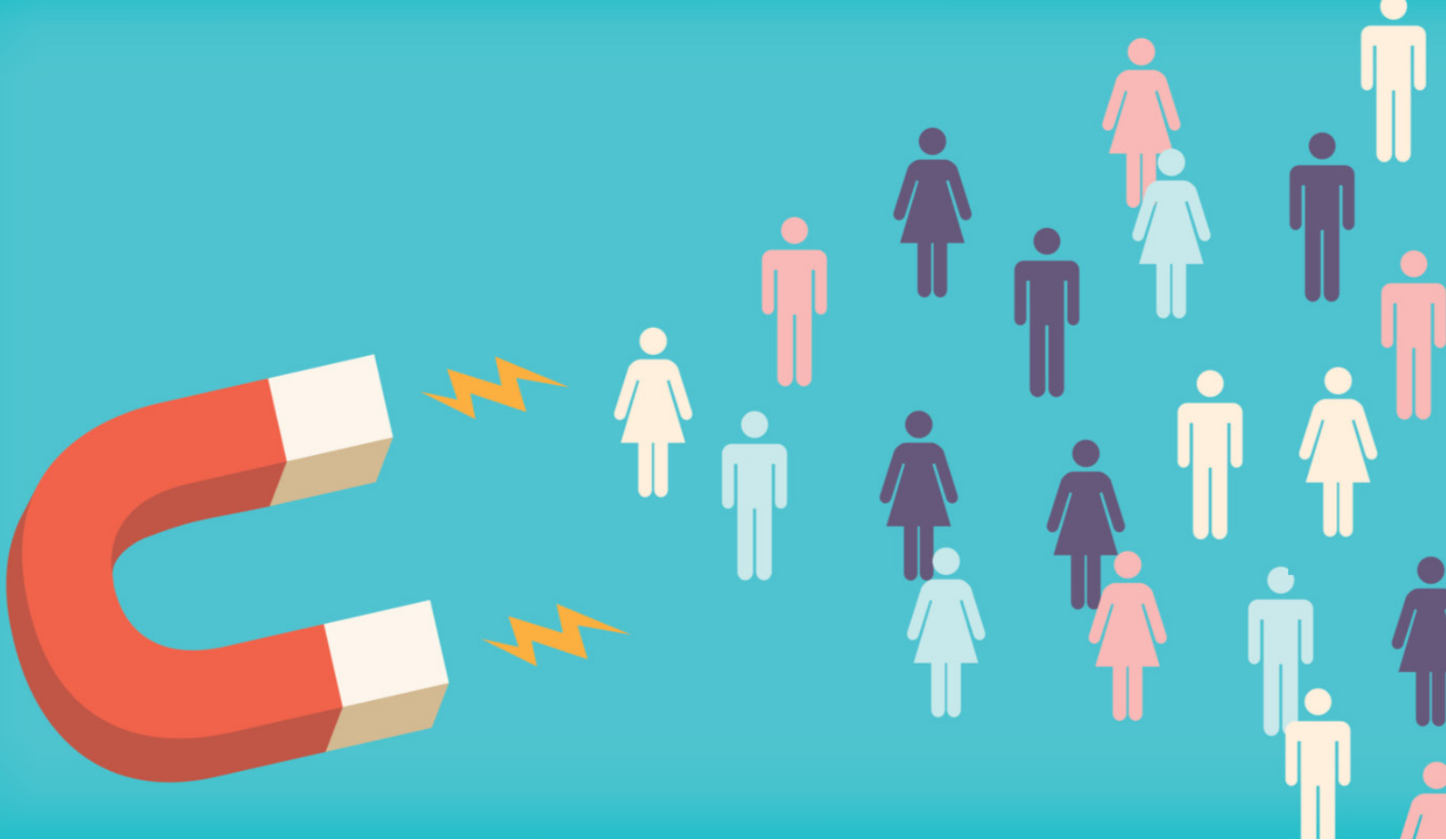
While many individuals are returning to a more regular schedule of attending in-person conferences in 2022, marketers are recognizing that online events still have a viable role to play in the overall marketing mix. Nearly two-thirds **(63%) of the sales and marketing executives participating in a Wainhouse survey of 2,001 individuals conducted in the fourth quarter of 2021 agree with the statement that “It is more cost-effective to generate leads at an online event than a traditional in-person tradeshow.”** And many marketers appear to be formulating their 2022 gameplans with this reality in mind. Among all the organizations represented in the fourth quarter 2021 Wainhouse survey, 55% report plans to expand the use of lead-generation webinars in 2022, with 53% citing plans for expanded use of virtual event capabilities.

Figure 1:
Agree/Disagree: I believe our organization should use virtual events on a more frequent basis to engage with key customers and prospects



- 71% of sales and marketing executives surveyed by Wainhouse agree that “My organization should do more to capitalize on currently available technologies to enhance communications.”
- 78% of all Wainhouse survey respondents agree that “Online video events are a highly effective channel for delivering a relevant branding message to our target audience.”
- 82% of those surveyed by Wainhouse agree that “Live streaming video helps to boost attendance at — and interest in — online marketing events.”

Source: Wainhouse Enterprise Video End-User Survey, Fourth Quarter 2021, n=2,001



Today, corporate marketers have a broader array of online marketing event options available to them than ever before. Basic one-to-many webinars offer a vehicle for generating leads in bulk. Meanwhile, online events have emerged as effective venues to facilitate interaction and engagement for individuals attending on a remote basis. Each can be considered a viable promotional tool, depending on the objectives of those managing their organization's marketing outreach.

In this era of event innovation, marketers are still experimenting with the online capabilities that best match their communications objectives.

Some presentation approaches that work well in an online product launch event, for instance, may not resonate in online venues optimized to position a vendor as a thought leader in their field. In the near term, technical flexibility will be a prerequisite for marketers seeking to author creative approaches for incorporating online events into their promotional strategies.

The one common thread across this myriad of outbound communications options is the hunger that marketing executives have to collect and consolidate viewership analytics from a range of online promotional initiatives. Among sales and marketing executives surveyed by Wainhouse, **58% agree that “We have significant interest in tools that allow us to combine and analyze participant data across a series of virtual events.”** The data suggests that a majority of today's marketers have an appetite for a single-platform solution that enables them to produce everything from webcasts to online conferences, and tracks analytics from all events they produce into a single data repository.

In this report, Wainhouse provides a “First Look” at the new hosted event technology developed by Notified — called “Event Cloud” — that seeks to capitalize on this emerging market opportunity by positioning itself as an end-to-end solution enabling a wide array of online marketing initiatives, from single-session webinars to year-round engagement programs.

Solution Overview

Notified Event Cloud is the next logical step in product development for a solution provider long focused on provisioning small to large-scale events. With Event Cloud, Notified integrates the established webcast tool offered in its Studio product line with event management capabilities developed by Hubb — an event-focused technology vendor Notified acquired in August 2021.

The resulting blend of technologies offers a one-stop shop for provisioning, creating, and delivering events at scale. In the process — as will be discussed later in this report — it clears a new path for event planners and marketers to reevaluate their strategies for integrating everything from basic webcasts to elaborate hybrid events into their promotional programs.

Audience Management Capabilities

Tools embedded in the Event Cloud solution are designed to help organizers bridge the gap between in-person conferences and their virtual extensions. Registration tools, for instance, can be used to collect information from all attendees, whether they're participating in-person or online. Similarly, scheduling applications are embedded in the solution, helping attendees keep tabs on sessions they want to attend.

Audience management tools in Event Cloud also can be used to automate the delivery of notifications and reminders to registered attendees. In some cases, these notifications can be used to invite registrants to visit a dedicated lobby for a webinar. This lobby can be used by webinar organizers and registrants in the days and weeks before an event goes "live," or it can be leveraged post-event as a portal for providing access to webinar content on demand. Via the lobby, organizers can accept questions for presenters ahead of an event, conduct audience polls, and offer videos promoting related marketing content.

Such tools are designed to foster additional attendee engagement, enhancing the marketing impact an event can generate.

The Notified Event Cloud solution also helps event planners in other management tasks, such as recruiting speakers and related content for an event. The platform, for instance, can automate the process of "calling for papers" and soliciting ideas on speaker topics to be featured at an event. It also offers a consolidated system for approving content to be presented at a conference and scheduling rooms and speakers.

Webcast/Webinar Production Tools

Unlike many other event technology solutions that only ingest video content from external sources, Event Cloud offers an integrated webcasting solution, called Studio, that can be used in the production of conference sessions, lead-generation webinars, product launch events, and other marketing content.

The integrated content creation platform offers a more flexible forum for packaging mainstage presentations for online viewing. It incorporates a range of options, such as customized lower-thirds and other text overlays, helping to create content similar in look-and-feel to broadcast-quality video. This represents a significant improvement over simple ingest solutions that process and present video in a less-polished format.

Notified Event Cloud also incorporates other features common to standard webcast production solutions, incorporating options such as PowerPoint presentations, polling, Q&A, and speaker evaluation.

The webcast solution also includes features that give marketers the ability to stream presentation content across multiple channels. Potential content destinations supported by the solution include social media applications such as YouTube, Twitter, and Facebook Live, and streaming television platforms such as Roku and Apple TV.



Figure 2:
Event Cloud Gateway

Event Engagement Features

While stand-alone webinars are productive for disseminating marketing messages on a one-to-many basis, event platforms can enhance the value of any online session by enabling features that make it easier for attendees to interact with one another. Event Cloud offers a range of digital capabilities designed specifically to foster interaction and engagement.

The attendee experience can be shaped through the implementation of a visual interface that attendees see upon arriving at an event. A variety of options can be implemented for an event interface, including versions that incorporate a welcome video that serves as a guide to event options that are available to attendees.

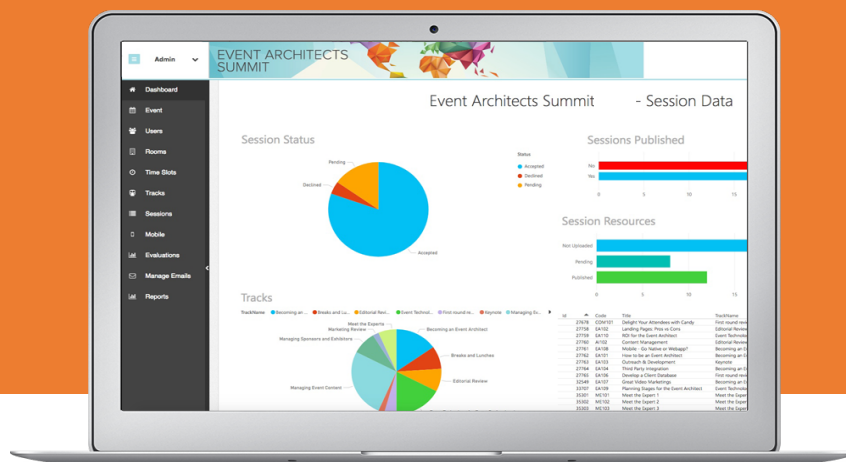
Beyond basic mainstage presentations, events can leverage a range of technology features that enhance attendee interaction. Marketers, for instance, can enable networking lounges that allow individuals to initiate video calls with other attendees with shared interests. Likewise, event sponsors can create their own virtual destinations (a.k.a. “virtual booths”) where

attendees can visit to collect information on a specific product and speak and/or exchange messages with representatives from the sponsoring company.

Meetings can take place in a range of online venues beyond the sponsor's booth. Individuals, for instance, can speak with one another via video on a one-to-one basis or take part in large general sessions open to all attendees interested in a specific topic. The options are limited only by the creativity of event organizers to promote and encourage interaction between attendees.

The Event Cloud solution also enables “gamification” — the process of awarding points to attendees who engage in pre-selected event activities. Points earned through the rewards program can be displayed on an event-wide “leaderboard” that encourages more users to take part in the event's gaming activities.

**Figure 3:
Event Cloud
Analytics**



Event Analytics

The ways in which event attendees engage with conference sessions and each other can provide marketers key clues to help them identify and prioritize prospects demonstrating the highest levels of interest in their offerings. Attendees who ask questions during Q&A sessions, for instance, may demonstrate more interest in a vendor's solution than is discerned from prospects not asking questions. The ability to convert this information into insight used to prioritize sales leads — and ultimately boost revenue — hinges on implementing technical solutions that can collect these attendee analytics and integrate the data into existing customer relationship management workflows.

Notified Event Cloud offers a comprehensive solution for tracking and analyzing end-user participation and the option to integrate attendee analytics with a range of customer relationship management platforms, including Salesforce, Eloqua, Marketo, HubSpot, and Microsoft Dynamics.

While all of the platform's features are important to organizations seeking to incorporate online events into their marketing program, the analytics tools play perhaps the largest role in converting online marketing activity into tangible business results. By leveraging attendee data to better target prospective customers, solid analytics can

lead directly to enhanced sales performance — and higher revenues. Among the sales and marketing executives surveyed by Wainhouse in the fourth quarter of 2021, **65% agree with the statement that “We have high interest in detailed online event viewership data that can help us to identify customer prospects and prioritize our sales funnel.”**

Understanding the Importance of Event Cloud in a Changing Market

Certainly, Notified Event Cloud offers a range of capabilities already familiar to organizations that are actively producing large-scale promotional events. Event management technology platforms are plentiful. Webcasting solutions are commonplace. Many technology platforms eagerly integrate engagement features into their offerings.

Yet, Notified Event Cloud merits attention primarily because of the relatively unique way it brings these disparate technology solutions together under a single product umbrella. By unifying all of these capabilities in a seamless manner in one offering, Event Cloud actually turns the traditional proposition of implementing webcasts and virtual events on its head.

As a subscription software solution, it assembles all of the tools that organizations need to create and manage these events on a self-service basis. In so doing, it offers marketers the ability to experiment across the spectrum of potential online event marketing initiatives, from webinars to large-scale hybrid conference events.

This implementation flexibility is particularly notable in the case of virtual events that offer online attendees the chance to both view online presentations and engage with other event attendees in meaningful ways.

During the COVID crisis, the bulk of virtual events were implemented via a “managed services” model. For event planners relatively new to the concept of virtual events at the time, it simply was easier — and safer — to hire outside firms to take on the responsibility of managing technically complex online events. **With Event Cloud, Notified is giving customers the power to take on their own production responsibilities for virtual events — a sign of an increasingly mature industry and solution set.**

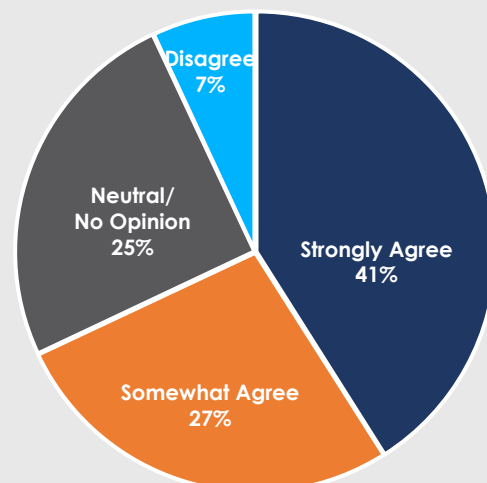
The arrival of Event Cloud does not preclude Notified from offering managed services. Its customer support options, available globally, can be implemented in conjunction with the subscription solution. The combination of a self-service event platform and optional managed services alternatives enables Notified — with its Event Cloud line — to address the entire waterfront of possible event applications that corporate marketers may want to implement. The subscription solution can be used for straightforward one-to-many webcasts and smaller-scale virtual events.

Meanwhile, managed services can be layered on to provide outside support for events when needed. Marketers have the freedom to experiment with events of any size, leveraging a common analytics infrastructure that enables the collection and processing of customer information in a standardized way across all their events.

In Wainhouse’s view, the breadth of Event Cloud positions Notified to address future areas of growth in an online events market poised for significant change over the next several years. In the near term, Wainhouse expects that many companies will continue to lean on managed services options for large-scale events that are too complex for them to manage in-house.

But, as marketers become more experienced with online options, the mystery of the technologies used to implement virtual events will become less overwhelming. This expanded familiarity with virtual events will coincide with a growing desire among planners to cut costs and have more control over implementation, a development that will foster greater interest in embracing subscription solutions that put the implementation powers directly into their hands.

Figure 4:
Agree/Disagree: My organization would be more likely to hold more virtual events if we could license solutions that enable us to produce them ourselves — Overall Respondents



Source: Wainhouse Enterprise Video End-User Survey, Fourth Quarter 2021, n=2,001

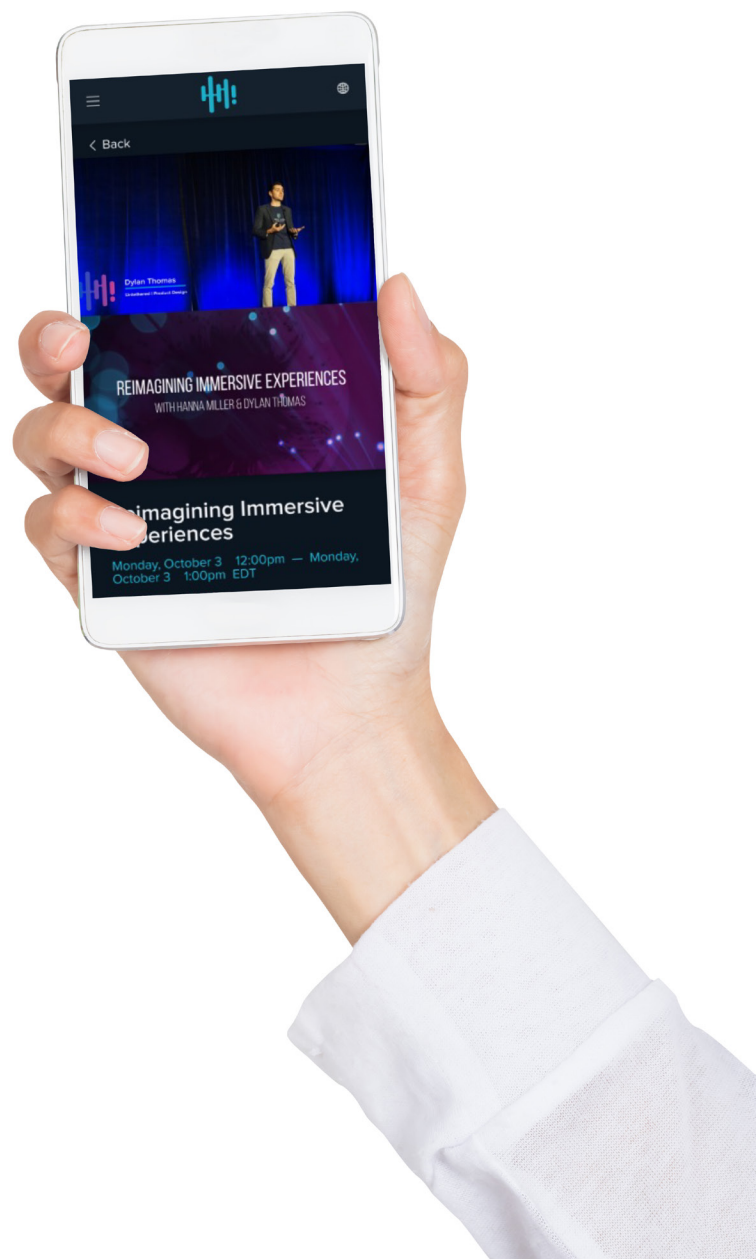
Without a doubt, today's market has significant interest in event technology solutions that do not require the hand-holding of a managed services engagement. As illustrated in Figure 4 on the prior page, **68% of individuals surveyed agree with the statement that “My organization would be more likely to hold more virtual events if we could license solutions that enable us to produce them ourselves.”**

The doors to a new era of marketing creativity swing wide open when one contemplates the implications of a subscription software solution that makes it possible for marketers to enhance demand generation by producing everything from targeted webinars to cost-effective virtual events — all without the involvement of elaborate managed services support.

Over time, Wainhouse envisions a new class of events — called “interactive mixers” — that will be uniquely suited for implementation via platforms such as Event Cloud that provide a venue for producing engaging online events that reach mid-sized audiences in a cost-effective way. While marketers will still use traditional webcasts extensively, the “interactive mixer” is an optimal alternative for a marketer seeking to produce a small online event offering enhanced engagement opportunities.

The sweet spot for “interactive mixers” produced on a DIY basis will come in the development of mid-scale events that bring together target audiences of hundreds (or maybe even dozens) of individuals for meaningful engagement. These events may feature a brief presentation of content delivered on a one-to-many basis, followed by individual digital break-out sessions in which attendees are encouraged to interact with one another and with presenters. One could envision implementing this new breed of “interactive mixers” for product launches, customer advisory boards, continuing professional education sessions, and a variety of other online gatherings.

By leveraging cost-effective subscription solutions, it is possible that companies of any size would be able to produce such events, enabling them to grab the mindshare of key customers and prospects in an innovative new way. While some market evangelization — and evolution — may be required before the concept of producing “interactive mixers” becomes a commonplace option in the corporate marketing toolbox, the emergence of solutions such as Notified Event Cloud set the stage for a new era in online marketing innovation.





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.

For more information, visit Notified at www.notified.com.

ABOUT WAINHOUSE RESEARCH

Wainhouse Research provides strategic guidance and insight on products and services for collaboration and conferencing applications within Unified Communications. Our global client base includes established and new technology suppliers and service providers, and enterprise users of voice, video, streaming, and web collaboration solutions. The company provides market research and consulting, produces conferences on technology trends and customer experiences, publishes a free weekly newsletter, and speaks at client and industry events.

ABOUT THE RESEARCHERS

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