

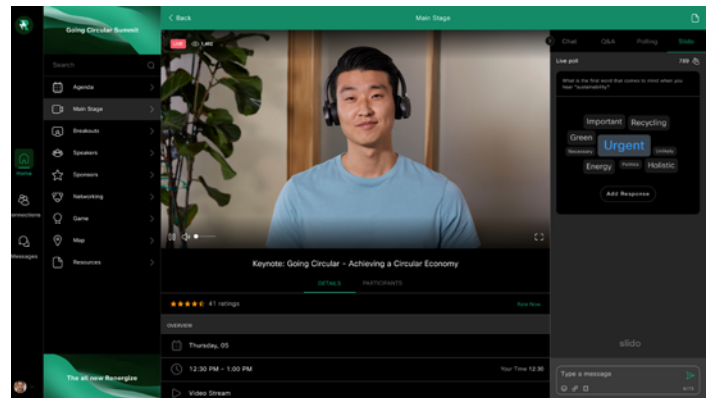
# Webex Events (formerly Socio)

## Power end-to-end virtual, in-person and hybrid events

Enable continuous attendee engagement and drive better results.

Webex Events is the most comprehensive platform for your next industry conference, tradeshow, expo, community event, or other complex event. Whether you want to reach a global audience through streaming right from your home office or from a venue stage, you can ensure you're set up for success in a hybrid world.

With Webex Events, your events become more than just presenters and panelists. You can fully customize your events to include advanced networking, event gamification, sponsorship visibility, custom agenda building, and more. And with a mobile app, participating in events is seamless and easier than ever.



## Benefits



### End-to-end event management

Event capabilities; from simple out-of-box setup and delivery to deeply customized and branded experiences.



### Drive better results

Leverage data, monetization, and lead generation capabilities for better event ROI (return on investment).



### Perfect for your multi-session hybrid events

High quality production elements, in-depth post-event metrics, seamless tech integrations, and advanced planning options such as branded registration and segmented ticketing help virtual attendees feel truly immersed in the event and allow event organizers to provide increased value for attendees and sponsors.

# How does it work?

Webex is flexible to your event needs. Here's a glimpse into one way you can utilize it before, during, and after an event.

## 1. Pre-event preparation

- Design your event registration page with your branding in minutes.
- Create dynamic ticket types with promo or access codes along with pricing details to ensure streamlined monetization with instant funding.
- Drag and drop features that you'd like to include in your event including speaker profiles, interactive maps, and pre-event games.
- Build your event agenda by simply uploading content in bulk to ensure that attendees have a complete view of tracks and sessions
- Customize the app and desktop experience with your branding and publish to the App Store, Google Play Store, and web.
- Drive participation and social connections by rewarding attendees for completing tasks and exciting challenges.
- Allow sponsors and exhibitors to have in-app visibility with banner ads or push notifications to maximize partners' ROI (return on investment).

## 3. After the event

- Utilize the Webex Events Data Dashboard to get 360-degree insights into what worked and didn't work in real-time, so you can optimize your event in real-time or plan for your next event.
- Allow your sessions to be on-demand to deliver even after the event is over.
- Continue to build community year-round by building frequent touchpoints throughout the year.

## 2. During event

- Check attendees in and out while monitoring attendance numbers.
- Live broadcast directly from the Webex Events Platform while interacting with attendees with chat, polling and Q&A. Attendees can stream this live from their mobile app or desktop.
- Allow attendees to network with custom profiles and direct messages, 1:1 meetings and chats with mutual connections at the event.



April 2022



**For more information**  
Please visit <https://socio.events>