

Virtual Environments

Connect with your target audiences in a branded, engaging environment on the web

What it means for you:

- Increased pipeline
- Better qualified prospects
- Wider geographic reach
- Extended branding
- More engaged customers
- Lower production cost
- Shorter time to market
- Always-On communication
- More effective distance learning
- More cost-effective recruiting

Why customers choose InterCall

- Best user experience
- Easiest customization
- Fastest time to results
- Persistent environment
- Universal reporting
- Custom branding
- Global capabilities
- Most experience in virtual events

“Prospects are generally fatigued with traditional lead generation activities. InterCall offers a new approach and a powerful ROI. For us, virtual events are a priority for creating demand. **”**

-- Eric Myers
Director of Internet Marketing
Quest Software

Take your webcasts to the next level with InterCall Virtual Environments. Building your virtual environment is now much easier than ever before. Customize content and locations once and then reuse them for your portfolio of virtual conferences, trade shows, training events and road shows. Take control and produce your own video and audio content, polls, blogs, and forums in a highly compelling virtual environment that will have your audience coming back for more.

Enrich The Conversation

InterCall Virtual Environments for marketing, training and recruiting are an innovative channel to engage with your customers, prospects, partners and employees. As participants don't have to board a plane or pay for hotel rooms, you will find that a virtual event can cost effectively increase your reach and elevate the level of interaction.

Your attendees will be greeted by a virtual host, view stimulating sessions, ask questions, view supporting material and are in full control of when and how they connect with peers and event staff. This allows you to mature your prospects without unnecessary touches.

During the event you will acquire detailed information on their activities, which is automatically added to their lead profile. When your sales team calls to follow-up, they will have all the information they need to continue the conversation.



Active Engagement

InterCall provides a wide range of communication tools. Chat, email, blogs and discussion forums are complemented by extensive social networking features. Live chat translation into 50 different languages helps bridge language barriers. Skype integration enables voice and video chat.

Each attendee maintains their own virtual business card and can easily connect with others using networking and interest matching tools.



Customized Experience

The entire InterCall attendee interface is designed for ease-of-use. Rich graphics with intuitive navigation make any participant feel right at home.

Attendees register on your microsite and use the agenda builder to personalize their program and place it on their Outlook calendar. A custom greeting in the main hall and booth will encourage your attendees to explore, participate and network. The convenient event map allows one-click access to different event areas. Embedded hot links make it easy to surf from topic to topic. Online event help and support are available from any location in the environment.

Rather than download individual files, attendees can fill their virtual briefcase with presentations, collateral, messages, contacts, and invitations.



Interactive environments to connect, engage, and educate global audiences 24/365.

How You Can Use It:

- User conferences
- Trade shows
- Employee training
- Partner education
- Product launches
- Company meetings
- Partner communities
- Road shows
- Sales kick-offs
- Focus groups
- Roundtables
- Job fairs

Manage

Unparalleled in the industry, the Virtual Engagement Center is your campus for managing your entire portfolio of virtual venues, events, content, and structures. A unique, three-tier data model gives you the flexibility to quickly create new events, reusing existing components. It also lets your attendees maintain their profile across different virtual events.

Build

The InterCall Venue Builder takes creating and customizing virtual environments to a new level. The browser-based editor allows you to make and view changes in real-time, making production freeze dates a thing of the past.

Choose from an array of predefined themes in our comprehensive design catalog. Upload photos of your staff to let real people represent your company at your booth. Use your own background images to create an atmosphere that best reflects your brand in the setting of your choice.

There are many opportunities to brand the environment with your colors and logos to extend your brand. You can also apply these to your partners and create sponsorship opportunities to help fund your events.



Integrate

The Virtual Environment platform integrates quickly and easily with your CRM system. For integrated registration you can choose between Fast Access and database level integration to send the data from InterCall through to your other systems.

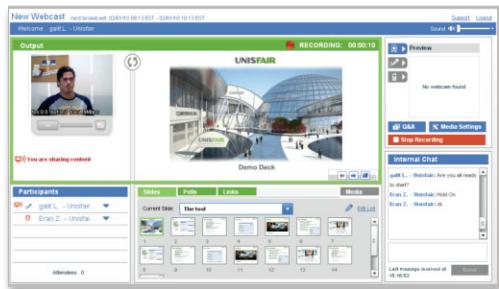


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Execute

The Webcasting Studio places cost-effective, high quality audio and video webcast production at your fingertips. Start with a simple webcam or use professional video equipment. Upload your own content, integrate live polls with your presentations and use our advanced Q&A management to produce events that will impress your partners, customers and prospects.



Measure

Qualified leads are the desired outcome of many virtual events. InterCall Smart Reports are web-based and allow you to easily share contact information with your sponsors.

InterCall produces leads, enriched with data on attendee activity, interest and demographics. The unique InterCall Engagement Index measures the level of all three for each participant and lets you rank your leads for appropriate follow-up. And creating your own qualification criteria helps you generate and rank exactly the types of leads you or your sponsors are looking for.

Communicate

Globally aware, InterCall supports 17 languages that are automatically invoked by the attendee profile. This capability, combined with our global support team, allows Follow-The-Sun events that extend your reach to audiences around the world.



Automatic live chat translation helps remove language barriers and lets your participants come together.