

Virtual Presentations For Advertising

Sell smarter, better and more successfully
with innovative tools and solutions.



ENERGIZE YOUR CONNECTIONS™





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Media Rich Tools for the Advertising World

Advertising industry clients are increasingly demanding media rich and interactive tools to deliver seamless and consistent brand messaging. Today's Business or IT Manager within an advertising agency bears the responsibility of providing a tool set that makes this possible. Identifying the proper tool requires a look at existing business requirements, as well as technical advancements or limitations in the marketplace. This paper serves to bring these business requirements into focus. The solutions presented below have been proven to improve global collaboration and respond to critical client demands.

Bring Business Requirements into Focus

The days of mailing a tape, DVD or flash drive are over. It is now possible to share instant access to TV spots, sound clips, web animations and graphics internally and with clients. Live virtual collaboration between advertising teams and clients around the globe can dramatically reduce turnaround time and allow your agency to collect real time feedback on project work. This experience reduces time lost to media transit and travel, while improving customer intimacy with your top clients. Collaborating

in real time on rich media content can serve to form a unified team approach with clients. Utilizing virtual collaboration can improve internal processes through instant sharing of on-location video and photo shoots with the project team. It is critical for your agency to roll out your client's branding and message uniformly, quickly and completely. Instant on-demand access to a branding message or campaign can be provided as a service to your clients. On-demand access to video, voice and graphics allows for a consistent message to be delivered to company employees and customers across the globe. It is possible to give clients insight into the adoption of your campaign through detailed reporting and analysis. This analysis is crucial to measuring the success of the campaign and provides tangible results for your agency and clients.

Live Virtual Collaboration

PGi's web and audio conferencing portfolio contains the necessary solutions for today's advertising and media agencies. We currently provide the largest advertising organizations in the world with the tools necessary to meet today's clients' instant access demands. PGi's Adobe Connect Pro solution provides a vehicle for live, media-rich presentations and collaborative sessions. Adobe Connect Pro is a 100%

Flash based web conferencing tool. This Flash foundation enables you to access streaming video, audio, flash animations and graphics in a virtual meeting room. PGi has seamlessly integrated our audio conferencing bridges with Adobe Connect Pro. This unique technology makes joining a web and audio conference as easy as clicking on a URL. Not only will our products satisfy your technical needs, but it will provide a visually appealing and easy to use experience for your clients.

The ability to bring live and streaming video, audio and image content into a virtual session can improve both productivity and retention of information. Productivity is greatly improved through easy access to multimedia sharing, without the delay of e-mail, IT restrictions or traditional mail. Your teams can share content instantly, 24 hours a day, as often as the project demands. Marketing and corporate presentations can be supplemented with interactive and interesting multimedia. Not only can the CEO speak to his or her slides, but attendees will be able to see his or her expression and hand motions from anywhere in the world. Training sessions can break the monotonous slide-based presentation with video and audio clips which capture and retain the audience's attention.



On Demand Presentations

At PGI, we understand that knowledge workers are constantly trying to do more with less. Scheduling a large group for a single live session is no longer the most effective or efficient way to reach a large audience. Our **PGi Presentations On Demand** service offers on-demand presentations that can be viewed at any time and fit into busy schedules. These presentations can incorporate video, audio, speaker profiles and more. With this solution you can deliver a consistent message across locations, time zones and organizations. PGI Presentations On Demand can bring a simple slide deck to life by recording voiceovers from anywhere. Voiceovers can be recorded directly through your telephone, with no special audio equipment required. The solution provided is Software as a Service (SaaS), which makes access instant and eliminates impact to internal servers. Viewers of your presentations simply need to have a web browser and an internet connection. PGI Presentations On-Demand allows client teams, HR and training departments to generate a message only once. This message can then be delivered all over the globe and viewed at any time. The ability to view content when a client or employee is available, rather than

trying to schedule everyone into a live seminar, dramatically increases attendance and reduces costs. These cost reductions are realized through reduced travel and time spent delivering multiple live training sessions. Never again will you waste time delivering the same message more than once or risk inconsistencies in your messages. In addition to delivering a consistent message, your teams will have the option to capture feedback and gauge comprehension through robust survey and quiz capabilities. This tool can be provided

as a service to your clients for rolling out a brand message to thousands of locations. The author of the presentation can receive real time e-mail notifications of viewing activity and responses to questions. This is all incorporated into a seamless viewing report, allowing a project team to track exactly who viewed a presentation and for how long. The viewing reports determine the message's reach and survey responses can measure effectiveness.

THE BENEFITS OF USING PGI PRESENTATIONS ON DEMAND:

- > Cost-effective communication with greater return on investment
- > Higher impact from voice-enriched presentations
- > Measurable communication through detailed tracking information
- > Increases the reach and impact on marketing communications
- > Enables sales people to reach more prospects in less time
- > Delivers company-wide communications more effectively
- > Expands the reach of your subject matter experts

Why PGI?

With PGI, you'll receive unparalleled integrated audio and web conferencing with superior service – all from one, innovative service provider. Adobe Connect Pro is ideal for any size meeting, locally or globally. In addition, through the use of Adobe Flash Player and PGI's automated audio, conducting audio and web meetings both internally and externally have never been easier - and with no software to download. PGI Presentations On Demand is ideally suited for delivering a consistent message across departments or the world.

Learn More

Visit us today at www.pgi.com. View customer videos, product demonstrations, and get the details on all of our global meetings and communications solutions.

About Us

The world collaborates with PGI. Our advanced meeting, conferencing and collaboration solutions energize people and organizations to connect more meaningfully and work together more productively. PGI is headquartered in Atlanta, Georgia with operations in 24 countries worldwide.

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