



Webcast Canada

Professional. Reliable. Guaranteed.

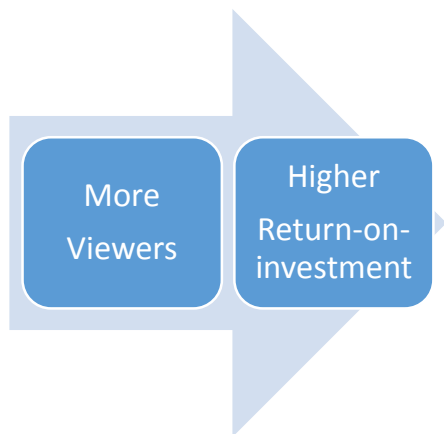


Making a Business Case for Webcasting

Webcasting is all we do. Give your conferences, workshops and other events nothing less than the best quality, uninterrupted webcast streaming.

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Why Webcasting is needed



Webcasting is now firmly entrenched as a business solution, allowing your messages to be spread far and wide at low cost to you and your viewers.

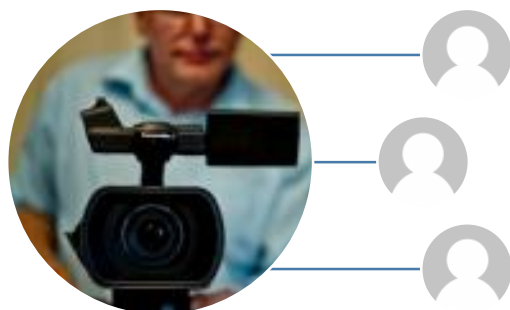
The fact that webcasting can both increase your revenues and lower your costs at the same time has made it a tool well worth considering.

But not all webcasting vendors are the same.

At Webcast Canada, we offer flat-rate packages, which means your return on investment increases with the more viewers you have. Many other webcasting firms do the opposite, charging you more for each viewer.

What is webcasting?

Webcasting is often confused with web conferencing. They're not the same thing at all.



A web conference is really just an online meeting between two people or usually not more than 10. There are many tools available to accommodate this, the most well-known of which is Skype.

Webcasting is more like a TV broadcast, one-to-many. But with one major difference. The viewers can actually participate, sending in questions and comments via a text box.

Webcasting is used for broadcasting an event, such as a conference, workshop, announcement, speech or even a wedding - for those who are not able to attend physically.

Often, it is also used to give slide presentations from a boardroom, known as a "webinar".



Attendance at Physical Events is going down

The high cost of travel, and the time it takes away from business and family matters, is resulting in fewer and fewer people attending out-of-town events.

According to the Event Marketing Institute, over a quarter of organizations surveyed said they planned to decrease their event budgets.

Some organizations have eliminated events altogether, along with their travel budgets, previously used to fly people to other events. In the case of government, almost all levels of government have banned travel to events, as a result of fiscal restraint.



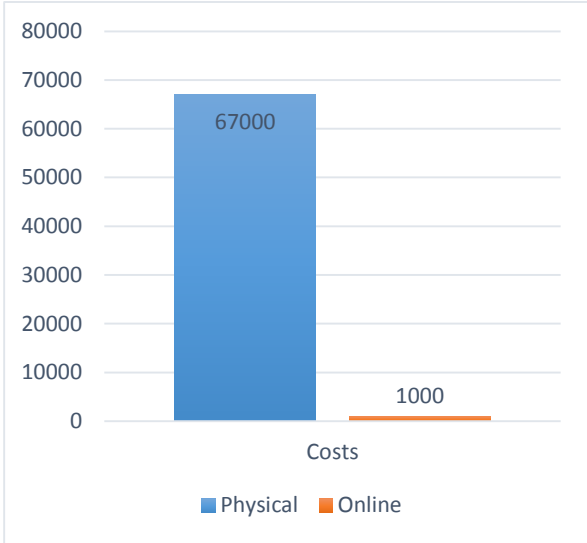
Webcasting as a cost saving tool

Many associations, non-profit organizations and even government departments, put on information workshops and various outreach programs.

They typically arrange events in several cities and send their experts to put on presentations.

However, the costs with doing this are very high.

Enter webcasting.



Less Cost, Much Higher Reach

Take a look at these numbers.

*** Physical event held in two separate cities with a total of 150 attendees:**

Cost to fly in 2 experts: \$3,000

Cost of guest suites: \$800

Cost of meeting rooms: \$1,000

Catering: \$600

Cab rides: \$100

Food for the experts while travelling: \$200

Fee to event planner: \$1,000

TOTAL: \$6,700

Cost of one self-serve webcast: \$1,000 (approximate, depending upon features and services)

Number of viewers: Up to 1,500

Assuming that 1,500 people watch the webcast, ***it would have taken \$67,000 to reach the same number of people using the traditional in-person method.***



Webcasting as a best practice

Beyond the clear financial benefits, webcasting carries other advantages for an organization.

- Improve transparency and accountability
- Dramatically widen access to information and events
- Demonstrate a leading edge image
- Be environmentally responsible
- Promote and market your organization, events, products and services
- Detailed audience tracking

Contact us so we can explore how webcasting will improve your bottom line and dramatically extend your reach.

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