# IBM Lotus**Live**™ Events

## Travel less, save more

# Need to reach more customers, more often and still provide quality customer service on a shrinking travel budget? We have your answer!
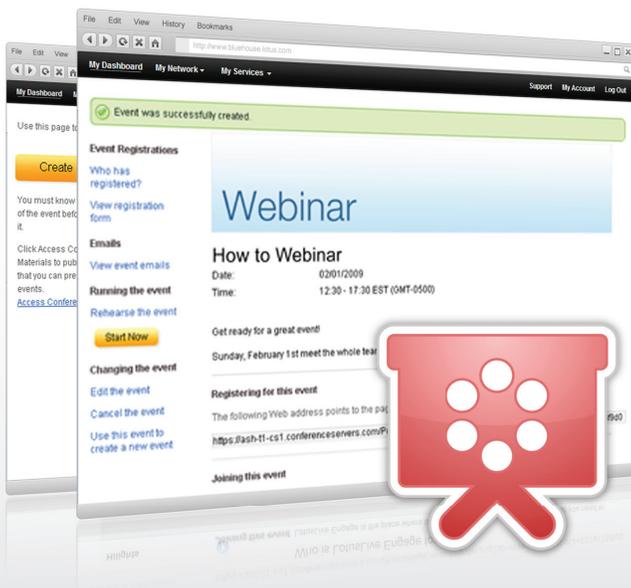
## Introducing IBM LotusLive Events

LotusLive Events is a simple, intuitive, cost effective event management service. In addition to full-featured Web conferencing from LotusLive Meetings, you get all the tools you need to manage the registration process from start to finish, host your event and follow up with post event analysis. Every aspect of your online event is in one place—and easy to use. Meeting hosts just log in and get started with their event; no training is required.

An easy-to-use, professional online event management service, LotusLive Events delivers all the essential features for a successful online event at a fraction of the cost of the competition. Comprehensive, yet practical, LotusLive Events enables you to share documents, presentations, applications or your entire desktop with hundreds of attendees—but from the comfort of your office.

With robust end to end event management features wrapped around essential meeting capabilities, LotusLive Events is an ideal solution for everyday events, large training sessions and marketing webinars. From Sales to Product Marketing to Training, every department in your company will appreciate that LotusLive Events events is the answer to providing a way for them to reach audiences of all sizes without the hassle or cost of travel.

## Key features include:

- Registration Management
- Promotional Emails
    - » Pre-event email reminders with customized scheduling
    - » Post event e-mails for attendees and non attendees
- Event Execution & Management
    - » Audiocasting
    - » Hand Raising
    - » Polling
    - » Roster Controls
    - » Baton Passing
    - » Question and Answer Moderator – Designate someone to manage the chat and Q&A
- Post–Event Follow Up and Emails
- Easy scheduling
- Seamless integration with Lotus Live Meetings
- Rehearsal feature allows Presenters to get prepared
- Email validation for all registrations reduces anonymous registrations

To learn more about LotusLive services, please visit

**www.LotusLive.com**

or email **buy@lotuslive.com**

## Hassle-Free Events

LotusLive Events automates many of the steps in the event process to make it a hasslefree experience for event hosts. In addition, event participants need only to click a URL to join your session. There are no downloads, special hardware requirements or other steps for participants. One click and they are "in."

Simple, intuitive Web events accessible by users with a Web browser. Start having the events you need the way you've imagined…with no hassle. LotusLive Events makes it that easy!

## LotusLive

LotusLive Events can be the onramp for realtime collaboration for your business. LotusLive Events is part of the LotusLive family, an inter-company collaboration platform delivered via the Web that enables you to expand your business reach. Visit **LotusLive.com** to learn how the LotusLive family can help your business be smarter.

## System Requirements

• Internet connection with HTTP and HTTPS access to the Unyte Meeting Services

• Internet connection speed of 128 Kbps or higher

• Browser and OS Requirements

  » Microsoft Windows® 2000 with Internet Explorer 6.0+ or Firefox 2.0 and 3.0
  » Microsoft Windows XP with Internet Explorer 6.0+ or Firefox 2.0 and 3.0
  » Microsoft Vista with Internet Explorer 7.0+ or Firefox 2.0 and 3.0
  » Mac OS X with Firefox 2.0 or Apple Safari 3.1 or 3.2
  » Linux® with Mozilla 1.0+

• Cookies and scripting enabled in browser

No required downloads or plug-ins are required for presentations limited to Document Publishing. Only the basic system requirements must be met by Hosts and Participants.

## *"It changes the way you do business."*

- Doug Latare, DiCom Software