

Encounter Collaborative

Single source solution provider for all your conferencing needs

Encounter's conferencing services let you expand the way you market your products or services. Launch new products, engage new prospects, interact with your marketing team in new ways – anywhere in the world and at vastly reduced costs. From lead qualification to brainstorming sessions between creatives to large scale PR events, audio and web conferencing lets you reach more customers, clients and colleagues for less money and time.



10 Ways to Use Encounter Collaborative for Marketing in Your Organization

- :: **Product Launches**
- :: **Lead Generation Activities**
- :: **Marketing Presentations**
- :: **Press & Analyst Briefings**
- :: **Creative Design Reviews**
- :: **Market Research**
- :: **Seminars and Online Events**
- :: **Program Development**
- :: **Sales & Support Training**
- :: **Partner and Vendor Education**

Marketing with Audio and Web Conferencing

Whether you are delivering training to thousands of people, or providing one-on-one mentoring, Encounter's conferencing services can improve the way you:

Launch products

Introduce new products and services to customers, prospects and vendors with engaging, media-rich web seminars. With Encounter's web conferencing solutions you can show slides, streaming media, web pages and documents of all types. Incorporate Encounter's high-quality teleconferencing services with your web presentation and you'll have the power to show and tell to thousands of participants from the comfort of your own office.

Generate leads

Interactive and media-rich web seminars are a powerful and effective way to generate leads. Web demos allow you to reach a more targeted audience at less cost. Conferencing tools like Encounter's custom registration pages and survey reports let you immediately pinpoint quality prospects.

Interact with remote teams

Streamline marketing campaign development and shorten time-to-market by working online with R&D teams, advertising colleagues, partners, vendors and creatives no matter where they are. Present concepts, edit copy and review production schedules all from your desktop and without having to travel.

Reduce the cost of research

Encounter's conferencing services are invaluable for market research like focus groups and customer surveys. Audience polling, mood indicators and real-time Q&A put you inside your customer's mind more effectively than a survey card and cheaper than an in-person meeting. And with web and audio recording, you can access that information anytime you need it.



www.encounter.net
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