



ON24 FOR PROFESSIONAL SERVICES

In the highly competitive world of professional services, the companies that succeed will be the ones that build trust with customers, create strong client connections, and foster ongoing engagement. ON24 webinars provide the platform accounting firms need to generate new business, build customer loyalty, and provide continuing education for employees and partners.

ON24 has successfully helped professional services companies lead the way in the growing online information marketplace for over a decade. With a substantial history of serving heavily regulated industries, ON24 understands what it takes to satisfy government regulatory, compliance, and customer-data confidentiality requirements.



Deloitte Webinar: Zmiany w VAT

ALL THE METRICS THAT MATTER

ON24 engagement scoring delivers behavioral analytics that tell you which prospects are the most interested, so your account teams know where the best leads are. And the dashboard provides valuable performance benchmarks and instant insight into how your webinars stack up to other events in your industry.

Even better, ON24 Webcast Elite can become a seamless component of your existing marketing technology stack. ON24 integrates with all the most popular CRM and marketing automation platforms, giving you same-day access to your event data for more effective follow-up.

PURPOSE-BUILT FOR MARKETERS

Webinars are a key marketing tool for generating new leads and driving engagement – and ON24 Webcast Elite is the only webinar platform specifically built with marketers in mind. From driving new opportunities to expanding existing business, ON24 can help you more effectively communicate with your prospects, clients, and partners.

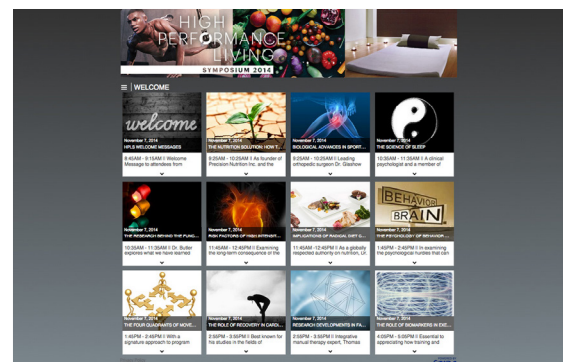
A RICH USER EXPERIENCE

ON24 Webcast Elite helps you deliver dynamic events that will create a connection between the prospect and the brand, deepen consumer engagement and accelerate the time to purchase.

- **Branding.** With ON24's fully customizable webinar consoles, your events will shine with your logos, colors, imagery and brand messaging.
- **Interactivity.** The ON24 platform offers more than 30 interactive tools, including polling, Q&A, chat and group collaboration to give your audience more ways to engage.
- **Multimedia events.** With ON24, you can integrate on-camera presenters, deliver live product demos and share engaging video clips in every webinar.

EXTENDED VALUE FROM YOUR WEBINARS

With ON24, you can easily publish all your past events to a powerful on-demand webinar and video portal, extending the life of your content and the value of your webinars. ON24 portals deliver the same demographic and behavioral data to enhance your on-demand lead generation. That means more leads, and more value, with no additional effort.





EASY ACCESS FROM ANY MOBILE DEVICE

In the office, at home, at the airport, on the subway – there’s no way to know where your clients and prospects will be when they log in to your next webinar. While other webinar tools force users to download extra apps and clunky plugins, ON24 Webcast Elite always supports the latest mobile and tablet platforms, including Apple iOS and Android devices.

“As we move forward to focus on global content and delivering locally, we know that ON24 will be able to support us in our future plans with their worldwide network of delivery partners and localization capabilities.”

– Amrit Saroya, Marketing Manager, ACCA



TESTING AND CERTIFICATION

ON24’s test and certification widgets transform your webinars into powerful education tools to provide continuing education for your partners and employees. Our reporting and analytics dashboards display the pass/fail status of all attendees, as well as detailed reports on each individual’s performance. Automated certificate generation enables you to provide instant certification to all qualified attendees.

TRUSTED BY KEY PROFESSIONAL SERVICES BRANDS

Professional services companies of all sizes use ON24 Webcast Elite for lead generation, training, continuing education, thought leadership, and more.



THE BENEFITS OF ON24

- HIGHLIGHT YOUR BRAND IN A PROFESSIONAL, POLISHED WEBINAR ENVIRONMENT
- EXTEND YOUR REACH TO A LARGER, WIDER AUDIENCE
- INCREASE AWARENESS AND DRIVE DEMAND FOR YOUR SERVICES
- ENABLE MORE MEANINGFUL AUDIENCE INTERACTIONS THROUGH MULTI-MEDIA PRESENTATION TOOLS
- STRENGTHEN BRAND RECOGNITION WITH A FULLY CUSTOMIZABLE WEBINAR ENVIRONMENT

