

Needs Assessment

“...webcast presentations attract and retain viewers longer than do standard print media advertisements...” - *MarketingSherpa*

With the right partner, organizations of any size can benefit from webcasting. When assessing whether webcasting is the right choice for your communications efforts, several factors should be considered; the number of viewers your webcasts will reach, are they internal or external, video versus audio format, live versus on-demand and the estimated number of webcasts in your program.

This short needs assessment form will help you understand all the things that webcasting can accomplish. Please complete this form and submit. A webcasting specialist will be in touch to recommend the best solution for your needs.

Your communications efforts are focused on reaching the following people? (check all that apply)

- Sales team
- Global partners
- Healthcare Professionals
- Legal Professionals
- IT Professionals
- Employees & Stakeholders
- Members/Subscribers
- Customers
- Prospects
- Dealers
- Investors
- Advisors
- Analysts
- Media
- Other _____

Which of the following is important to your communications program? (check all that apply)

- You want to deliver a polished presentation to 50 or more people online in real time.
- Your audience is spread across various locations or time zones.
- Your presentations should be tailored to your brand.
- Your audience consists of multi-lingual people.
- Your industry requires ongoing education or certification.
- You deliver training programs.
- Acquisition of new business leads is important.
- You want audience input in real-time during or after the presentation.

List anything else that is important to you:

Email us or call to set up a free consultation with a webcast specialist to review your needs.