

INCREASE YOUR REACH BY USING INTERACTIVE WEBCASTING

POWERFUL WEBCAST PLATFORM FOR ACCREDITED ONLINE PERIODIC TRAINING AND TARGETED MARKETING COMMUNICATION

As a Brand Manager, Product Manager, Communication Manager or Pharma Marketeer you are responsible within your company for bringing your pharmaceutical products to the attention of general practitioners and/or medical specialists.

It is increasingly difficult to reach your target group through the traditional channels, such as an external service and physical periodic training. On the one hand this is due to the high costs, and on the other hand general practitioners and medical specialists have increasingly less time to speak with your external service for example.

A Webcast from Company Webcast provides you with a cost-effective, powerful and interactive tool to attract and retain the attention of general practitioners and medical specialists and to increase your reach within your target group. You can use a Webcast in a way that is tailored to your target group with the general practitioner or medical specialist deciding when he or she will actually watch the Webcast.



AstraZeneca collects opinions by Webcasting.



Sanofi Aventis provides Webcasting seminars.

WHAT IS WEBCASTING?

Webcasting allows you to harness the power of video and PowerPoint slides to have, for example, your target group follow a live presentation from your CEO or Director. If you wish, viewers can also participate interactively in the Webcast. Naturally the Webcast is also available on demand straight afterwards, which means that you can reach your target group both Live and On Demand on PC, laptop and mobile devices. Time and location are no longer important.

The fact that the video can be enriched with options such as PowerPoint slides, polls, tests and the option of allowing the viewer to ask questions, enables you to add interactivity. Thanks to easy-to-read statistical overviews, you are given a clear picture for each Webcast of the number of viewers, who viewed it, for how long and when.



WHAT DOES COMPANY WEBCAST OFFER?

Broadly speaking, Company Webcast offers you two scenarios. Of course options in-between are also possible. The options are basically as follows:

SCENARIO 1: PRODUCE INDEPENDENTLY AND UNLIMITED WEBCASTS IN A FEW STEPS.

Our RoyalCast Webcast platform enables you to choose to produce Webcasts extremely easily, independently and without restrictions and to distribute these to your target group. You can decide for yourself when, how often and from where you want to Webcast.

RoyalCast is a unique and advanced 'Plug & Play' Webcast platform that is based on our 'One to Many' philosophy. After the Webcast Encoder has been installed and connected to the audiovisual equipment and you have followed a short training session, you will be able to get going immediately with the Online RoyalCast Manager. If you already have cameras or audio systems, then RoyalCast can be connected up to these extremely easily. If you do not have your own audiovisual equipment, we can supply you with this too.

SCENARIO 2: FULL SERVICE WEBCAST.

If you go for a Full Service Webcast, then we take the entire Webcast production process off your hands and provide you with a high-quality Webcast. This allows you to use our Full Service Webcast service at any given location. This service also makes use of the RoyalCast Webcast platform developed in-house by Company Webcast. From the perspective of our portfolio we also offer video production under the rubric of 'Production Services'.

Please do not hesitate to contact us for a personalized quotation!

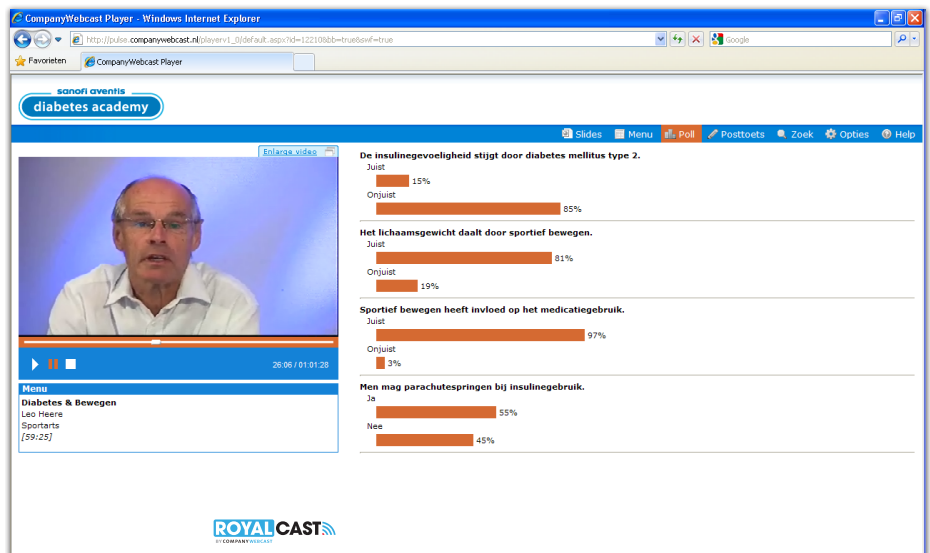
We are also the right company if you would like to Webcast a meeting abroad. We work throughout the world and regularly take care of Webcasts in such countries as England, Belgium, Germany and the United States.

CONTENT MANAGEMENT, ACCREDITATION REQUEST AND GAIA

At your request, we will provide the process with regard to content, accreditation request and GAIA.

Consider things such as:

- ✓ Drafting the script for the Webcast.
- ✓ Coordinating the content development.
- ✓ Requesting accreditation from the professional association(s).
- ✓ Project management and training for the speaker on the day of recording.
- ✓ Registration of participants in GAIA.



During a Webinar viewers can respond to questions and statements.

In terms of the target group you want to reach, we would like to support you in generating publicity. To this end we like to prepare a tailor-made proposal, with us being able to use the following tools that include:

- ✓ Purchasing addresses within the target group.
- ✓ Drafting and sending a personal invitation.
- ✓ Sending SMS alerts.
- ✓ Inserts in relevant professional journals.
- ✓ Generating publicity during other meetings for the same target group.
- ✓ Use of e-marketing.

AN INTERACTIVE WEBCAST...

- ✓ Will greatly increase your reach and impact within the target group, such as general practitioners and medical specialists.
- ✓ Will enable you to inform and train your own sales representative staff in addition to general practitioners and medical specialists.
- ✓ Will allow your target group to decide for themselves when they watch. Time and location are no longer important.
- ✓ Will give you interactive modules and accreditation options within an innovative and contemporary platform.
- ✓ Will give you management information for each Webcast and for each viewer.
- ✓ Will allow you to reach your target group live and on demand using Internet and mobile devices.
- ✓ Means you will have our proven technology in-house, just like hundreds of other organizations worldwide.
- ✓ Will enable you to positively influence turnover.
- ✓ Will elaborate on possible policy on sustainability and flexible working.

ROYALCAST® IS A PRODUCT OF COMPANY WEBCAST

RoyalCast is the Webcast platform of Company Webcast. RoyalCast is a unique Webcasting platform and offers 'Plug & Play' Webcast solutions for both the viewer and the user. Choosing RoyalCast means choosing quality, professionalism and security.

ABOUT COMPANY WEBCAST

Company Webcast specializes in Webcasting and thanks to our customers, partners and user-friendly solution we are market leader within the Benelux region. Our customers use Webcasting for things such as Investor Relations, Corporate Communication, Internal Communication, Marketing Communication and refresher training (accredited or otherwise). From our office in the Rivium near Rotterdam, we are active worldwide for more than 200 organizations such as Heineken, Shell, AkzoNobel, AEGON, AstraZeneca, the Province of South Holland and Exact.

For further information, please refer to our website.

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