



Why use Webcast Canada?

“A Zoom or Skype call is fine to connect with family and friends. But when it comes to professional business communications, working with Webcast Canada makes a lot more sense.”

- Don Singer, Executive, 4-H (Long-time client)

There are problems with using only Zoom, Skype or any stand-alone video conference tool for business applications.

- Lack of a professional, polished appearance
- Too difficult to incorporate branding
- Promotes the video conference company, not the user
- Security and reliability concerns
- Lack of technical support and professional management
- Too difficult to manage
- Uncontrolled environment
- Limited opportunity for customization
- U.S. located databases may contravene Canada's Privacy Act
- Potentially high-risk factors impacting negatively on reputation

Enter Webcast Canada

The Webcast Canada Solution is based on four pillars.

1. Professional Production and Management

We provide four professional technicians for your virtual event:

- A producer, who will work with you in the planning stages, manage a full-dry run with your presenters, plus add your corporate branding and other graphical enhancements to make the broadcast look professional.
- An "interactivity" operator to program polls and votes in advance, amend and update them on the fly, and display at the appropriate times.
- An experienced technical support person who will provide assistance to both your presenters and the audience.
- Our certified programmer to make technical adjustments as may be needed.

Professional webcam software: Webcast Canada can also provide a professional video-conference tool (as an alternative to Zoom, Skype and others) called "Rendevous" which offers higher quality video and audio and an extra layer of security for up to 3 people / cities on camera. This tool also facilitates greater flexibility in how webcam video, slides and other visual components can be mixed together and positioned on the screen.

2. Our Industry-Leading Webcast Platform

In addition to our professional support team, we'll live-stream your videoconference into our industry-leading Webcast Canada Platform. The Platform uses a technical architecture that is ISO2771 certified for extensive security and has a number of key advantages.

- Your own customized portal and URL with full corporate branding.
- Your audience can log into the broadcast safely, securely and easily using just their web browser - without the need to fumble with downloads and installations. (Software downloads are forbidden by many organizations).

- Having your audience use the platform removes any embarrassing intrusions and eliminates the difficulty of trying to manage hundreds of people all trying to talk and show their screen at the same time.
 - Your team will have much greater control over audience questions and feedback by using the platform's back-end administration where audience submissions can be filtered, organized and ultimately, brought forward to your presenters, experts and panelists.
 - The platform provides extensive opportunity for sponsorship exposure in the form of logo placement, corporate colors, sponsorship videos and dedicated “sponsor / exhibitor” rooms with downloadable brochures and other promotional materials.
 - The platform has a wide range of beneficial and essential features that may not be available, or are too cumbersome elsewhere. These include authenticated online voting, polling and surveys, email reminders to your audience, enhanced security features, real-time tracking of who is watching the webcast and post-event statistical reports that provide a higher level of detail, such as the total amount of minutes viewed by each participant.
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3. Customization by our Programmers

Unlike other services, Webcast Canada is a custom provider which means that our technical programmers can fine-tune to meet your exact needs. We are not an off-the-shelf offering. Our platform was created by our own development team, and is updated daily to meet the constantly evolving requirements of this industry and our clients. You'll have direct access to the development team.

4. Our Industry-Leading Guarantee

Webcast Canada was among the first webcasting companies in the world. We pioneered one of the first live streaming platforms and have successfully completed tens of thousands of webcasts over two decades. Our clients are among the largest organizations in Canada, including governments, national associations and major corporations. Our attention to detail and innovation, and our relentless focus on excellence, have allowed us to offer our industry-leading guarantee on quality and reliability.

The benefits of the four pillars are as follows.

- Far less stress
- Easier event management
- Greater security, reliability and professionalism
- Better, more detailed post-event metrics
- The comfort of having a professional team on your side
- And most importantly, you'll have the ability to focus on what you do best: create and deliver content

Webcast Canada is a complete solution for virtual business communication to ensure security, reliability and professionalism.

Business Applications

We can help you with any kind of virtual event that involves a group of presenters, panelists or moderators which need to be on camera within a videoconference, communicating to a broader audience that will view and interact via webcast. This includes:

- Slide presentations (for training, sales, outreach and other purposes)
- Keynote speeches and panel discussions
- Annual General Meetings
- Conferences with break-out rooms and exhibitor trade booths

NOTE: Webcast Canada is not appropriate for smaller meetings in which all participants need to be seen and heard. If you're not sure whether our services make sense for your event, get in touch and we'll help you decide.

Services Offered

- Assistance with planning and consultation
- Technical preparation and dry-runs
- Presenter webcam training and testing
- Professional production
- Live webcasting and recording
- Programming of registration, login and live webcast pages
- Programming of polls, votes and surveys
- Webcast analytics and hosting
- Customized technical development to suit individual client needs

Self-Serve Options

For most clients, using our team of professional producers and technicians, is the best way to go. However, if you are an audio-visual (AV) company, or your organization has an AV or technical team, we can offer you all of the tools necessary for a professional job. These include the following.

Virtual broadcaster: You don't need to purchase any expensive webcast hardware or software. Our Cloud-based broadcast encoder allows you to produce your show entirely online. The primary benefit is that, once you've started broadcasting, the virtual event is not dependent upon your own computer or internet connection. If your local equipment fails, as a result of a computer crash or power interruption, the webcast will keep going. This is the ultimate in stress-free live streaming.

Webcast Canada Platform: You can create your own webcasts in under a minute and have use of the many features of the Platform, including customized registration forms, and customized polling and voting.

If you want to make your next videoconference event more professional and believe you have the inhouse expertise, talk to us about what we can offer.