

Webinars Made Easy

Citrix GoToWebinar makes communication with prospects, employees, partners and customers easier and more efficient than any webinar product available today. With GoToWebinar, you can give presentations, perform product demonstrations and deliver industry-wide messages to up to 1,000 attendees, anytime, anywhere — all for one flat fee.

Key benefits

- Reach and qualify more prospects, more often.
- Present to more people in less time.
- Conduct more cost-effective company meetings.
- Reduce travel and operational costs.

Easy do-it-yourself interface

Plan: Just fill out a simple form and GoToWebinar will create your invitation email and registration page.

Present: Conduct your presentation from your desktop just as if you were there in person. Use hand raising, polls, Q & A and surveys to engage and monitor audience members.

Profit: You will generate greater returns with GoToWebinar than with other products because GoToWebinar makes it easier and more cost-effective to deliver webinars more frequently.

The best value in web conferencing

GoToWebinar's flat-fee pricing allows you to conduct as many webinars as you want, so you can make the most of your investment. Integrated VoIP and toll-based phone options eliminate audio costs, while the recording feature allows you to draw value from your event long after it's over. Plus, GoToWebinar comes with a free GoToMeeting subscription.

Features

- **HDFaces video conferencing:** Up to six presenters can share their webcams to engage your audience.
- **Mobile support:** Attendees can join webinars from their iPhone, iPad or Android device.
- **Automated email templates:** Using your webinar description, GoToWebinar will craft your email invitations, confirmations and reminders for you; or you can customize them.
- **Customized branding:** Upload your company logo and a custom image to show your brand on all webinar materials.
- **Full-service registration:** GoToWebinar will host your registration page and send you weekly registration reports.
- **Unlimited audio:** Use included VoIP and toll-based phone options to reduce audio costs.
- **Mac support:** Mac users can both host and join GoToWebinar events.
- **Pre-webinar practice sessions:** Practice your presentation before your event begins to make sure everything goes as planned.
- **Webinar dashboard:** Monitor webinar attendance, interest and participation using at-a-glance dashboard charts.

- **Desktop/application sharing:** Broadcast a view of either your desktop or a specific application to webinar attendees.
- **Change presenters or panelists:** Use multiple presenters and panelists during your webinar to boost audience interest.
- **Polling & survey:** Get audience feedback by launching polls and surveys.
- **Question & answer window:** Attendees can ask questions and get responses in real time.
- **Webinar reports:** Use reports to identify your most effective webinars and replicate your successful efforts.
- **Desktop recording/webinar playback:** Record your webinar — including audio — and play it back later for additional audiences.
- **Automated follow-up emails:** Maintain contact with attendees by having GoToWebinar send follow-up emails to all registrants after the webinar is over.
- **Security:** End-to-end 128-bit AES encryption safeguards all log-in information and webinar session data.

Are you a trainer?

Citrix GoToTraining has features specifically for you, including a hosted course catalog, tests and materials download and an integrated timer. Visit www.gototraining.com for more information.

Toll-free audio service

Add integrated toll-free audio service with convenient toll-free packages from Citrix OpenVoice (requires additional purchase).

Try it free!

Sign up for a free trial today at www.gotowebinar.com. Need GoToWebinar for multiple users? Call 1 888 646 0014 to request a demo of administrative features available for multi-user accounts.



About Citrix

Citrix (NASDAQ:CTXS) is leading the transition to software-defining the workplace, uniting virtualization, mobility management, networking and SaaS solutions to enable new ways for businesses and people to work better. Citrix solutions power business mobility through secure, mobile workspaces that provide people with instant access to apps, desktops, data and communications on any device, over any network and cloud. With annual revenue in 2014 of \$3.14 billion, Citrix solutions are in use at more than 330,000 organizations and by over 100 million users globally. Learn more at www.citrix.com.

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