

# ON24 Virtual SKO Sales Kickoff Solution

## Virtual Environment for Annual Sales Meetings

### ON24 Virtual SKO includes:

- **Virtual Ballroom**—for live, high-definition webcast keynotes and presentations by guest speakers and company executives
- **Product Showcase**—where sales staff can view new product demos and download sales kits and product literature
- **President’s Club**—to recognize top salespeople, managers and sales support staff
- **Lounge**—where attendees can “mingle” and communicate with peers, via message boards, chat and discussion groups



The ON24 Virtual SKO sales kickoff meeting is a unique, interactive solution for online events that’s perfect for today’s challenging economic climate. Based on the ON24 Virtual Show product, ON24 Virtual SKO provides a virtual venue for interactive events. Without ever leaving their desks, participants can learn from video presentations, interact with exhibitors and communicate with peers using professional networking tools. In addition, with its complete registration system and ability to track attendee activity, ON24 Virtual Show delivers robust reporting analytics on the performance of your event.

“Sales kickoff meetings are critical for high-achieving sales teams. While companies need to accomplish their sales and marketing objectives, they have no choice but to cut costs. A virtual sales kickoff meeting using ON24 Virtual SKO is the ideal solution; in fact, greater sales efficiencies will be realized as companies are forced to use more cost-effective technologies.”

- Heather Gamble, CEO of SalesFuel Inc.

## Key Features

### Customizable Meeting Locations

The location for your meeting is completely customizable. Select any venue from ON24’s library of templates, or design one to resemble your corporate campus or last year’s venue. Within the environment you can engage your sales team with live, high-definition webcasts. Invite guest speakers and company executives to join from the comfort of their offices.

## Key Features

### Virtual Ballroom

Attendees of your virtual sales meeting can access the event from any computer without having to download software or plug-ins. Once inside, attendees will see that the virtual sales meeting resembles a typical setting for a sales meeting, with easy access to product information, other team members and company executives. Your kickoff meeting content is easily accessed and remains confidential and secure.



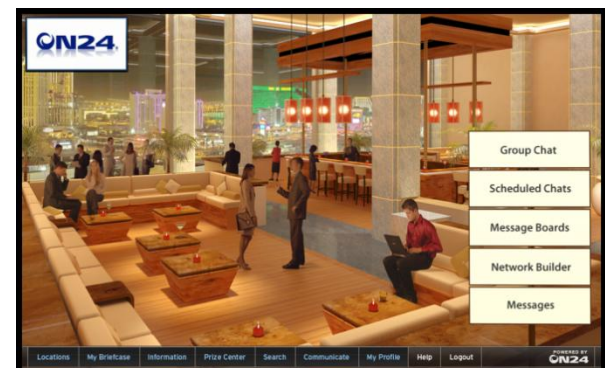
### Product Showcase

Invite your sales staff to visit product groups and other departments, download sales kits, and watch new product demos. Connecting with product managers is easy using the integrated booth chat tools and discussion forums.



### Virtual Lounge

In this area, attendees “mingle” and network with peers. Attendees and show hosts can post to message boards and chat one-on-one or in groups. Regional teams can meet in the lounge to schedule and recap evening activities, share success stories and discuss winning sales strategies.



## About ON24, Inc.

ON24, Inc. (<http://www.ON24.com>) is the global leader in webcasting and virtual events. More than 700 organizations in technology, publishing, life sciences, government and financial services rely on ON24, including IBM, Cisco, United Business Media, Credit Suisse, GE Healthcare and the National Science Foundation. ON24 is headquartered in San Francisco, with offices in New York, London and Singapore.