

GoToWebinar: Q & A

Product overview

Q: What is Citrix® GoToWebinar®?

A: GoToWebinar is a Web conferencing service from Citrix Online that enables businesses of all sizes to conduct online events easily, securely and cost-effectively. Businesses can use the intuitive interface to plan and present professional Webinars with up to 1,000 attendees at a time. GoToWebinar is purpose-built for do-it-yourself Webinars, making it easy for organizations to deliver their message to hundreds of people at the same time, eliminating the need for costly travel or expensive marketing promotions. Innovative in-session features and reports help businesses evaluate the success of their Webinars. Its All You Can Reach™ pricing enables businesses to conduct an unlimited number of Webinars for one flat rate.

Q: What are the benefits of conducting online events using GoToWebinar?

A: Webinars help businesses reach customers, prospects and employees more effectively than in-person events because there is no need to plan travel or reserve conference space. Webinars provide a cost-effective way to help businesses lower travel costs, qualify leads faster, speed the sales cycle and improve customer satisfaction. Marketing professionals can increase the number of sales prospects, reduce marketing costs and lower operational expenses with GoToWebinar. Training professionals can reach more customers and deliver more interactive training with GoToWebinar, without increasing headcount.

With GoToWebinar, organizations can increase productivity, bring in more qualified targets, lower marketing costs-per-lead, improve competitiveness, expand their market reach and generate new revenue opportunities.

Q: Which vertical industry is the target for GoToWebinar?

A: The target market for GoToWebinar is not limited to a particular vertical industry. Users are part of all the major verticals, including high-tech, financial, healthcare and education. There are certain functional groups found in organizations that span all the major verticals that are considered top horizontal markets, including Sales, Marketing, and Corporate Training. Consider the following examples:

- Marketing managers in a high-tech firm can deliver product launch announcements.
- Marketing managers of a financial services company can easily include subject matter experts in industry updates to current and prospective industry targets.
- Corporate trainers can give product updates to customers that are geographically dispersed.
- Company training managers in healthcare can post recorded tutorials on their Web site for on-demand viewing.

Businesses of any size can use GoToWebinar to easily conduct effective, professional Web seminars or training events. Whether they are one-person consulting practices or organizations with 1,000 employees, GoToWebinar can help businesses reach their audience faster and more affordably than ever before. Small and medium-sized businesses will find GoToWebinar especially attractive because it gives them access for the first time to online event technology. GoToWebinar enables smaller businesses to work within their budget while expanding business opportunities.

Q: What can I do with GoToWebinar?

A: GoToWebinar helps businesses set up, deliver and monitor online events with up to 1,000 attendees at a time. Businesses can use GoToWebinar for lead-generation seminars, marketing events, product launches and customer training. GoToWebinar includes these capabilities:

- **Register.** Businesses can easily attract and screen their audience with a company-branded registration page. GoToWebinar manages registration and can send automated email reminders to attendees before the Webinar.
- **Present.** Presenters can engage Webinar attendees with interactive polling, survey and Q & A features and speaking privileges while in-session. Using the GoToWebinar Dashboard, organizers can easily check attendance patterns, monitor attentiveness, and identify which attendees have questions. Businesses can easily record Webinars for later viewing by prospects and customers.
- **Report.** GoToWebinar helps businesses evaluate the success of their Webinars. Businesses can qualify leads using the GoToWebinar Attendee Profile, which provides a detailed list of Webinar attendees sorted by their level of interest. GoToWebinar reports track Webinar attendance, audience feedback and overall Webinar success.

Q: How is GoToWebinar unique?

A: GoToWebinar is different from other online event and Webinar products in many ways:

- GoToWebinar is easier to use, and is the only do-it-yourself Webinar solution. Businesses can set up and deliver Webinars online without needing expensive and time-consuming technical assistance and training. Setting up a Webinar is a simple three-step process.
- GoToWebinar All You Can Reach™ pricing provides unlimited Webinars at a flat rate, making it the most cost-effective solution available. Businesses can conduct Webinars more frequently with more potential customers.
- GoToWebinar offers true audio flexibility with its Unlimited Audio feature. Participants can choose between integrated Voice over IP (VoIP) or toll-based phone audio. Webinar organizers are able to set up and access these audio services quickly and easily without incurring additional charges.
- GoToWebinar is the most secure solution, offering true end-to-end encryption and password-protected registration capability.
- GoToWebinar is the quickest solution to deploy and manage. The software-as-a-service simplicity makes it easy to roll out to employees.

Q: What is the difference between GoToWebinar and GoToMeeting?

A: GoToWebinar is built for online events and provides the tools needed to ensure high attendance rates and engage larger audiences in-session. Whereas, GoToMeeting is designed for smaller collaborative online meetings. GoToWebinar is a complete collaboration solution, however, as it also includes GoToMeeting so businesses can easily follow up with event attendees through smaller online meetings.

Q: Is there more than one version of GoToWebinar like there is with GoToMeeting?

A: Yes. The version of GoToWebinar customers receive with GoToMeeting Corporate has additional management features that enable companies to centrally administer their organizer seats. In addition, GoToWebinar with GoToMeeting Corporate includes hosted storage space for event recordings and the option to purchase a low-cost integrated toll-free audio service from Citrix Online Audio. When the integrated toll-free audio service is activated, Webinar organizers have the added choice of providing attendees with a toll-free number.

Key differences between GoToWebinar and GoToMeeting

	GoToWebinar	GoToMeeting
Maximum meeting capacity	1,000 attendees	25 attendees
Desktop sharing	•	•
Unlimited Audio: VoIP and toll-based phone audio included	•	•
Desktop recording	•	•
Meeting and event reporting	•	•
Attendee registration, tracking and automated reminder messages	•	
Polling and surveys	•	
Attention measurement	•	

Q: How easy is it to set up GoToWebinar?

A: Unlike other online event products that require a complicated and lengthy setup process, GoToWebinar takes just minutes to set up and requires no training. After the quick setup is completed, businesses can immediately begin scheduling and hosting Webinars.

Q: How easy is it for attendees to join?

A: Webinar attendees do not need their own GoToWebinar account to join a session organized by a GoToWebinar customer. GoToWebinar gives registered audience members one-click Webinar entry, eliminating complex login screens so you can achieve higher attendance rates.

Q: How does the Unlimited Audio feature work?

A: The GoToWebinar Unlimited Audio functionality allows participants to access Webinar audio using either Voice over IP (VoIP) or toll-based phone numbers. Webinar organizers are able to set up and access these audio options quickly and easily without incurring additional charges. Participants wishing to connect to audio using VoIP will need a fast Internet connection (384 kbps or better), a microphone and speakers (a USB headset is recommended). Participants who choose to use the toll-based numbers will be charged their standard long-distance rate. GoToWebinar customers have the option of using the Unlimited Audio feature or choosing another method of bringing audio to their online event.

Q: How secure is GoToWebinar?

A: GoToWebinar is the most secure Webinar solution, offering organizers and attendees true end-to-end data security. GoToWebinar incorporates industry-standard security features and end-to-end SSL encryption to ensure that login information and Webinar data is secure. Customers in security conscious industries, such as healthcare, finance and law, can use GoToWebinar, as it complies with government mandates: Health Insurance Portability and Accountability Act (HIPAA), the Gramm-Leach-Bliley Act (GLB), and the Sarbanes-Oxley Act.

Q: What are the system requirements for running GoToWebinar?

A: To organize or attend a Webinar, the following is required:

For PC-based participants:

- Internet Explorer® 6.0 or newer, Mozilla® Firefox® 2.0 or newer (JavaScript™ and Java™ enabled)
- Windows® 2000, XP, 2003 Server, Vista or Windows® 7
- Cable modem, DSL, or better Internet connection
- Minimum of Pentium® class 1GHz CPU with 512 MB of RAM (recommended) (2 GB of RAM for Windows® Vista)

For Mac®-based participants:

- Safari™ 3.0 or newer, Firefox® 2.0 or newer (JavaScript™ and Java™ enabled)
- Mac OS® X 10.4 or newer – Tiger®, Leopard® and Snow Leopard®
- PowerPC G4/G5 or Intel processor (512 MB of RAM or better recommended)
- Cable modem, DSL, or better Internet connection

Participants wishing to connect to audio using VoIP will need a fast Internet connection, a microphone and speakers (a USB headset is recommended).

Q: How much does GoToWebinar cost?

A: GoToWebinar's flat-fee subscription model allows businesses to conduct unlimited Webinars for one low rate. Standard, single-user accounts can be set up online for \$99 per month or \$948 per year. There are no additional costs for attendees to join. Pricing for customers who choose GoToWebinar with GoToMeeting Corporate for multiple users will vary depending on the number of organizer seats needed.

Q: How can customers buy GoToWebinar?

A: Customers can set up single organizer GoToWebinar accounts online at www.gotowebinar.com.

GoToMeeting Corporate customers can subscribe to multiple GoToWebinar seats by contacting their sales representative or by calling 1 800 372 6207 (toll-free in U.S. and Canada).

Q: How can customers purchase toll-free audio minutes?

A: Customers can purchase toll-free audio minutes from Citrix Online Audio by calling us at 1 800 372 6207.

Q: Is GoToWebinar available outside of the United States?

A: Yes. International customers can contact a sales representative by calling +1 805 690 2340 (direct dial).

For more information

For more information and a complete Press Kit, please refer to the Citrix Online newsroom at www.citrixonline.com/mm/expertcity/pressKit.tmp.



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