

# COVID-19: EFFECTIVE COMMUNICATIONS STRATEGIES

Boost your engagement and impact like never before, without spreading germs.

Coronavirus (COVID-19) is making international headlines, and experts are calling it a “serious public health threat” while also suggesting to cancel large group gatherings to help with prevention. **But what if you have important information or urgent updates you need to share? Broadnet has solutions.**

The most effective way to communicate with your audience members without spreading germs is by hosting an Access Live™ event. It’s a virtual town hall that allows you to answer pertinent questions from participants when it’s not possible to meet face-to-face.

## HOW ACCESS LIVE SAFELY ENGAGES YOUR AUDIENCE

### PHONE



#### ▶ ATTENTION GRABBING

Your list will receive a **phone call** from you, plus, you can invite your audience to call you by providing a toll free inbound number. Reach your audience wherever they have a phone.

#### ▶ REAL CONVERSATION

Engage your participants with real human interaction without spreading germs, **answering their questions live** and receiving real-time feedback using **polls** throughout the event.

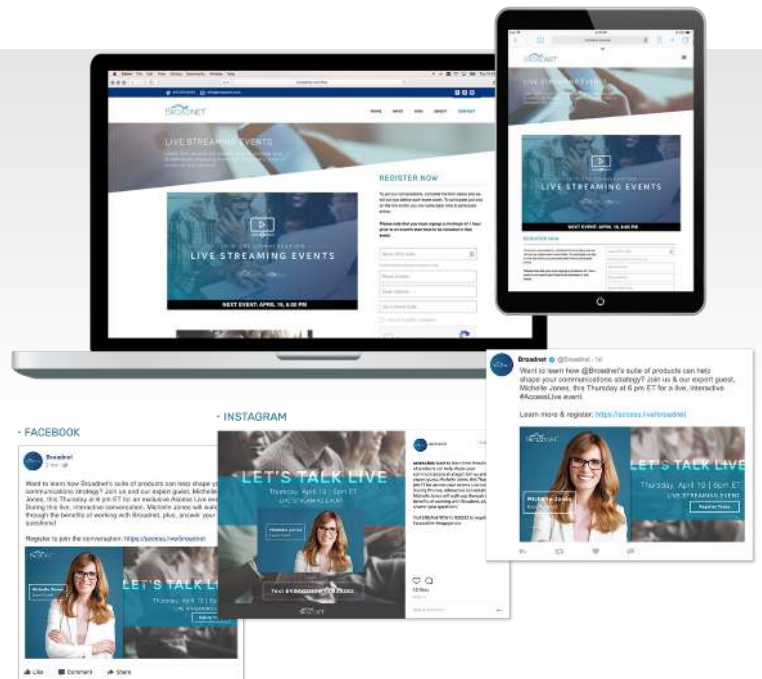
### ONLINE

#### ▶ BUILD YOUR PRESENCE

With **website integration**, easily build your Access Live presence on a platform that is familiar to your audience and where you can control the messaging – on your own website. Here, they can register for upcoming events, stream your live event, or watch previous events.

#### ▶ RAISE AWARENESS

A **custom promotion plan**\* allows you to effortlessly market your upcoming event with images and copy tailored to your brand. Convert followers to participants who are truly engaged.



# STREAMING

## ▶ LISTEN ONLINE

Invite your audience to listen to your Access Live event online using **audio streaming**, with the ability to ask questions and participate in polls on their computer or mobile device.

## ▶ STREAM VIDEO

Enhance the user experience with **high quality video\*** of your event. A dedicated Production Specialist makes it easy to give behind-the-scenes access to your audience.

## ▶ REACH EVERYONE

Add **live captioning\*** to your audio or video stream, ensuring everyone can follow along with your event, providing access to your audience when sound isn't an option.



# INSIGHTS



## ▶ INSTANT INSIGHT

During your event, have visibility to participant engagement, poll results, plus, easily determine which phone or online participant's question to answer next.

## ▶ VALUABLE DATA

**Access Live reports** give a high level view of the success of your event, including a full report with engagement information such as who answered poll questions, asked a question, or went live, plus see statistics like average participation time and number of attendees.

# NOTIFICATIONS

Safely and efficiently inform your audience of the latest Coronavirus updates.

Send Notifications to your audience to help them stay up to date on the latest Coronavirus news. With Auto-Calls and SMS Broadcast, you can send a pre-recorded voice message or a text to your audience with vital information. **There's never been an easier, more cost-effective way to quickly reach your audience.**



Visit **Broadnet.com** for more information on how these products can help you uniquely engage your audience.

\*Book a **TOTAL Access Live event** to utilize all these features or create a **custom event** by adding features a-la-carte.

\*Features available a la carte only.