

# Webcasting Live Events in HD

An omNovia Customer Story



*Six Minutes to Success* makes webcasting an integral part of their event management strategy, allowing them to increase not only their reach but also their revenue.

Bob Proctor is a well-renowned business consultant, best seller author and personal development coach. Since 1968, his coaching services have helped many individuals and companies achieve their goals. He is an internationally sought-after speaker, who starred in the movie *The Secret*, all about *The Law of Attraction*.

## Challenge

Especially after his book, *You were Born Rich*, had become a New York Times Best Seller, Mr. Proctor was booked months in advance for learning forums, seminars, interviews and keynotes all around the nation. In order to respond to the growing demand for his coaching services, his team started to evaluate the live event webcasting technologies in available the market.

For years, the personal development coaching industry has been skeptical about webcasting their events online since their revenue generating model heavily relies on the registrations for the physical events.

Although Mr. Proctor's team knew that webcasting live events would help them increase their reach and reduce travel expenses, they dreaded decreasing the

on-site attendance, thus reducing the revenue generated from an event.

Additionally, reliability and the distribution of content were major concerns. The team knew that any technical difficulty on the attendee side would not only significantly reduce the quality of the webcasting experience but even damage the overall reputation of the program. They required the webcasting platform to address these concerns while creating a controlled access based on the membership details.

***“We generated \$178 K in online sales from a single webcast”***

## omNovia Approach

In June 2010, when Lanny Morton, CEO of *Six Minutes to Success*, spoke with the account managers at omNovia for the first time. He was seeking a live event webcasting platform for his upcoming event in Los Angeles featuring Bob Proctor and other personal development coaches.

## HIGHLIGHTS

### Customer Name

Six Minutes to Success

### Industry

Professional Speaking

### Challenge

Fear of losing on-site attendance

Low quality video streaming

Reliability of the platform

### omNovia Approach

HD live video streaming

Ability to sell online

Reliable technology and excellent customer service

### Results

110% increase in reach

\$175K in online sales in a single webcast

120% increase in replay views

After the initial consultation, the priorities for web portion of the presentation were identified as follows:

- High quality audio and video streaming
- Ability to flawlessly handle multiple slide shows with animations
- Allow attendees to sign up for their services during the presentation
- Professional event management to coordinate all parties involved



### omNovia Solution

Mr. Morton tested the platform and was able to send video feed with image sizes anywhere between 640 x 480 pixels to 1920 x 1080 pixels (full HD). "The video quality was so impressive that if I had not known, I would have thought it was being broadcast through satellites" said Mr. Morton.

In addition to the HD live video streaming, his account manager added Slide Show and Co-Browser features to Six Minutes to Success's omNovia webcasting portal. With the Slide Show module, online viewers were able to simultaneously see the on-site presentation and, since it adjusts its size automatically, they were able to see the entire slide no matter what monitor settings they had.

*"The video quality was so impressive that if I had not known, I would have thought it was being broadcast through satellites."*

The Co-Browser Module, on the other hand, allowed Mr. Morton to display their order page. Each online viewer was able to independently register for his services as they watched the live presentation. “We used to tell them to visit our website after the webcast and place their orders there. The number of the people who visited the site after the webcast was always much lower than the number of the people who attended the webcast. Now, we can display the order page during the presentation, when their excitement level is at peak, and allow them to place their orders” said Mr. Morton.

Finally, Event OPTiMA, omNovia’s full range online event management services, guided Mr. Morton through crucial steps of his webcasting project. His project manager handled every detail from the initial discovery meeting, event promotion and content creation, to Audio-Visual (A/V) team management and post-event follow-up.

### Results

omNovia’s live event webcasting services has transformed the *Six Minutes to Success*’s event management process. “In the past, we saw webcasting as a sub-element of event management. Now, we see it as a main component of event management process and we keep it in mind while developing our event promotion, production strategies. omNovia’s reliable and highly interactive webcasting portal, combined with this holistic approach, did not only allow us to reach a greater audience but also provided new sources of revenue” said Mr. Morton.

According to Mr. Morton, webcasting their live events with omNovia provided the following tangible results.

- Increased their reach by 110% without reducing the on-site attendance
- Generated \$178,000 in online sales from a single webcast; an extra revenue that would not be possible without the webcast
- Over 50% increase in online attendee satisfaction survey results
- 120% increase in replay views and 75% in post-event sales

### Next Steps

Now that Mr. Morton has a proven record of success with Bob Procter’s seminars, he plans to webcast more seminars for other business consultants. “When a business consultant tells me that they cannot afford to webcast the event, my response is they cannot afford not to webcast it”.

### More Information

For more information on this case study or our live event webcasting services please visit us on the Web at [www.omnovia.com](http://www.omnovia.com) or email [info@omnovia.com](mailto:info@omnovia.com).

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