

Branding

The following guide shows you how to do standard branding of your events within Proclaim Enterprise. It looks at the internal set up pages related to the logo and branding colors and then shows you how the info is displayed on the public web pages that an event viewer (web audience member) will encounter when attending a *Netbriefings* event: Registration Page, Registration Thanks Page, Registration Thanks Email, Agenda Page and Viewer Page.

The system also allows fully customizable branding that can be set up on a time and material basis. You can see some examples of customized branding on the Netbriefings Customer Webcasts page:

www.netbriefings.com/tryit/customerwebcasts.shtml

Customer Preferences

To go to *Customer Preferences* use the top navigation menu, mouse over the *Other* section and click *Customer Preferences*.

The screenshot shows the 'Customer Preferences' configuration page. At the top, there is a navigation menu with 'Home', 'Prepare', 'Live Action', 'Follow Up', and 'Other'. Below this is a sub-menu with 'Customer Preferences', 'Customer Statistics', 'Login Maintenance', and 'Help'. The main content area is titled 'Other > Customer Preferences' and shows the path 'Other > Customer Preferences > TestCompany'. The page contains several sections:

- Buttons:** 'Save', 'Reset', and 'Back' buttons are located at the top of the main content area.
- General Settings:** This section includes fields for 'Company Name' (Test Company, Inc), 'Email for Registration' (noreply@netbriefings.com), 'Email for Inquiries' (noreply@netbriefings.com), 'Customer Logo URL*' (empty), and 'Customer Logo*' (with a 'Browse...' button). There is also a 'Remove Picture' link and a '14' indicator. The 'Registration Templates Live / Archive' section has dropdown menus for 'register.html (System)' and 'thanks.html (System)'. A note at the bottom states: '* Example : http://event.netbriefings.com/mypictures/logo.gif'.
- Color Settings:** This section is labeled '16' and contains four columns of color pickers for different page elements:
 - Page:** Background (ffffff, A), Text (000000, B).
 - Header:** Background (2D69A6, C), Text (FFFFFF, D).
 - Agenda List:** Background (e5e5e5, E), Text (000000, F).
 - Viewer Page:** Background (ffffff, G), Text (000000, H).

You can brand your account through the customer preferences so that each event can then automatically take these branding preferences. You will always have the option to change them at an event level with event preferences if you wish. If you make a change to a customer preference after an event is already set up, you will first need to save your changes in the customer preferences screen. Then you will need to republish that live or archived event to make those changes valid. You may also need to go in and cancel any event preferences that have values in them that you wish to have overwritten by the customer preferences.

14 Customer Logo – This logo, specified on the Customer Preferences page, is your default logo and will be displayed for each of your events. You may specify a different logo for an individual event by providing a URL or path to that logo on the Event Preferences page. You may upload a logo image that is up to 270 pixels in width. If the image provided is larger, the system will attempt to scale the image down to that size.

16 Color Settings – The fields in this section display the colors in hexadecimal code for the various web pages of your event. We have also indicated what the color values mean in our examples so you can easily see how they are represented on the web pages.

- **Page** – The hexadecimal code in the Page Background field will be the color of the background for most of your web event pages. The code in the Page Text field will be the color of the text for most of your web event pages.

Page Background of ffffff = white

Page Text of 000000 = black

- **Header** – The hexadecimal code in the Header Background field displays on most of your web event pages as the bolded highlighted text. Both fields display in the highlighted sidebar on the emails.

Header Background of 2D96A6 = dark blue

Header Text of FFFFFFFF = white

- **Agenda List** – The hexadecimal codes in these fields display only on the agenda page where the speaker info and join webcast button appear.

Agenda Background of e5e5e5 = light grey

Agenda Text of 000000 = black

- **Viewer Page** – The hexadecimal codes in these fields display only on the viewer page.

Viewer Background of ffffff = white

Viewer Text of 000000 = black

NOTE: If you are attempting to match the color scheme of an existing website, there is a color utility called Color Wheel Expert at <http://www.abitom.com/> for that purpose. In order to use the utility, you must download and install the software on your computer.

Registration Page

Proclaim Messenger allows you to register participants for your web event. Customizations to the form are available at a time and material basis. The nature of the registration form depends on the type of registration selected during event setup.

This is an example of an *Info Registration* page. It is a simple form asking for basic information. Once the viewer has self-registered, they are permitted to attend the event. You may select a password for the event that attendees will need to enter when completing the self-registration form. This form of registration does not require a unique user name and password.

14

Your Logo Goes Here

16 A

First Quarter Update 16 C

16 B To register for the webcast, please provide the information requested below. Please plan to attend the meeting at least 10 minutes before the scheduled start time. Thank you.

Presented by: 16 C

16 B **John Doe**
Sue Smith

Date:
March 6, 2015
09:00 AM CST

*Required fields.

*First Name

*Last Name

*E-Mail

*Phone

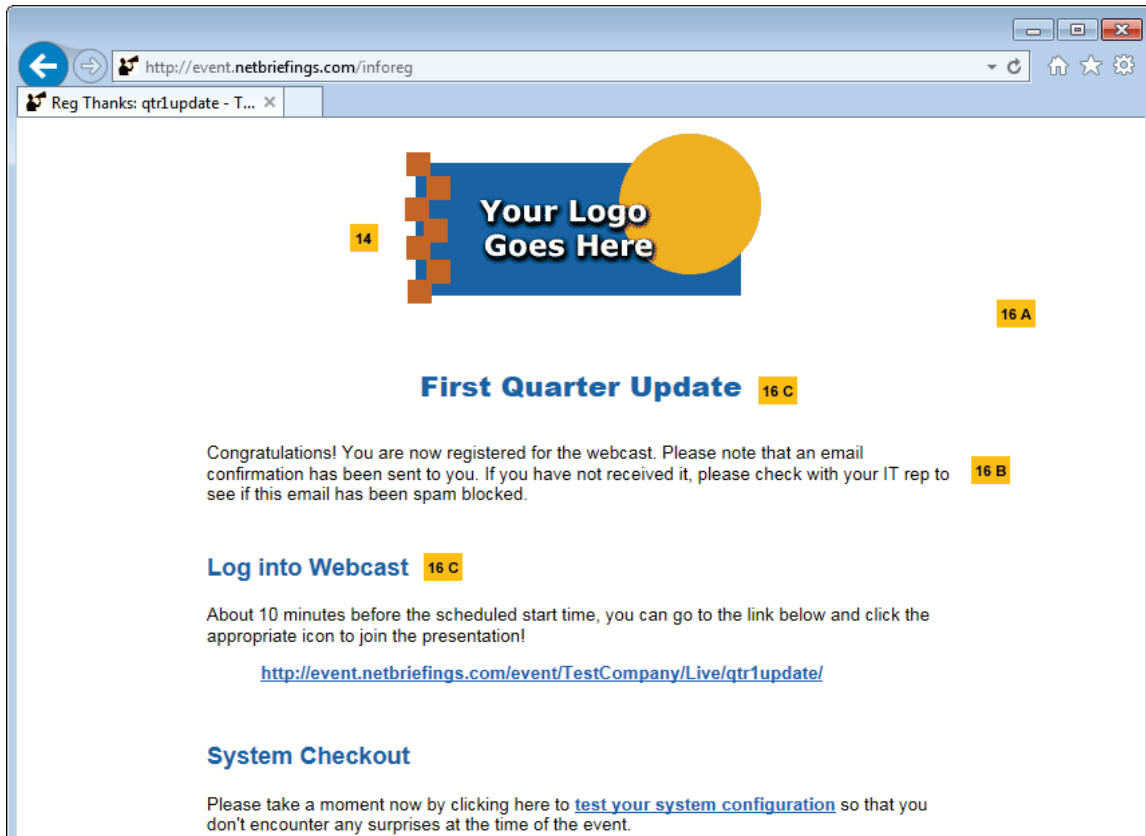
Company

Register

[Click Here for your Local Time](#)

Registration Thanks Page


The page that appears after a participant registers can be customized at a time and material basis. Below is the default thanks page.



Registration Thanks Email

You are able to set the system to automatically send an email after a participant registers for your event. You are able to customize and upload your own emails. Below is the default registration thanks email.

Subject: You are registered to attend the webinar: First Quarter Update

1416 A

You are Registered ...

First Quarter Update 16 C

Thank you for registering for the webinar: **First Quarter Update** which is scheduled for **Friday, March 6, 2015 at 09:00 AM CST**. This email is to provide you with relevant webinar details. 16 B

Log Into Webinar

Please login ten minutes prior to the event to ensure everything is working properly. To begin the login process, click on the link below. Then click on the appropriate icon link to join the presentation.

<http://event.netbriefings.com/event/TestCompany/Live/qtr1update/>

System Check

Please take a moment now by clicking here to [test your system configuration](#) so that you don't encounter any surprises at the time of the event.

First Quarter Update 16 C

Presented by: 16 E

John Doe

When? 16 D

Friday, 16 F **March 6, 2015**
09:00 AM CST

[Check your Local Time](#)

Problems?

If you experience technical issues, please click here for [Technical Support](#) or call Netbriefings at 651-225-1532.

Agenda Page

The *Agenda Page* is the main landing page that allows a participant to click to join the webcast.

14

Your Logo Goes Here

16 A

16 C

First Quarter Update

16 B

TO JOIN THE WEBCAST: Please click on the desired connection link below to join the Live presentation!

16 C

Friday, March 6, 2015 09:00 AM CST
[Click Here For Your Local Time](#)

Connect via:
[Streaming Video/Audio](#)
[/Slides](#)

JOIN WEBCAST
H.264

16 D

Financial Update

16 F

16 E

John Doe
VP of Finance
Acme Company
Financial Strategies

If you experience any problems while attending this presentation:

Click here for [Technical Support](#) or
Call [Netbriefings](#) at 866-225-1532 (651-225-1532 Intl).

Powered By:
netbriefings
WEB COMMUNICATION EXPERTS

Viewer Page

The *Viewer Page* is the page that participants view / listen to the webcast. The events can be set up for streaming video with slides, streaming video only, streaming audio with slides and teleconference with slides. The video / audio is normally located on the left side of the screen while the slides are on the right. Below is an example of the default streaming audio with slides page. All viewer pages can be customized.

The screenshot shows a web browser window with the following content:

- Browser Title:** Test Company, Inc First Quarter Update - Internet Explorer, optimized for Bing and MSN
- Address Bar:** http://event.netbriefings.com/event/TestCompany/Live/qtr1update/Viewer/h264viewer.html?userid=sss33@jeni.roge
- Video Player:** On the left, a video player shows a man in a white shirt and tie. The player has a progress bar at 00:11 and a volume icon. A yellow box with '6' and '18' is overlaid on the video.
- Slide:** On the right, a slide titled "Your Logo Goes Here" with a yellow circle and a blue background. A yellow box with '14' is overlaid on the slide.
- Section Header:** "2 First Quarter Update"
- Event Info:** "5 This event is scheduled for 09:00 AM CST on Friday, March 6, 2015"
- Instructions:** "If at any time you experience problems receiving the slides or hearing the audio or video, please restart your browser." A yellow box with '18 H' is overlaid on this text.
- Netbriefings Logo:** "Broadcast by Netbriefings your large webcast experts" in a black box.
- Question Form:** "Your Question:" followed by a text input field, a "To:" dropdown menu set to "Presenter", and a "Send" button. A yellow box with '16 G' is overlaid on the form.
- Messages Received:** "Messages Received: You Have No Messages" with a text input field and a "Support" link below it.
- Footer Note:** "If your slides are not advancing, please [Click Here](#) for the current slide."