

**GoTo**

# Event Services

Make your webinar a success with  
our expert production support



# Services Overview

**We empower customers to create flexible and successful online event experiences through precise coordination with our webinar experts. Based on your specific business needs, GoTo Event Services offer three packages of support. From an initial consultation, all the way through seamless event management, our professional event producers will help you confidently plan to make your next live event a success.**

## **Basic Package**

The Basic package includes a highly customized, initial consultation for 30 minutes to discuss the details of the event, establish the roles and responsibilities, and confirm that the webinar has been properly configured. Pre-event support takes place during the 30 minutes prior to the event's scheduled start time including audio checks, overview of webinar roles, and reviewing the event flow. During the live event, depending on your needs, our producers are available to moderate with housekeeping, assist with Q&A, and will provide an MP4 file shortly after the event concludes.





### **Plus Package**

Take your event support to the next level with the Plus package. Everything from the Basic package is included and you will also receive support for a technical dry run, which occurs prior to the live event. In the rehearsal, our producers will discuss the technical and logistical details of the event, review the in-session controls to ease comfort levels and provide contingency plans in the chance of technical challenges.

### **Premium Package**

The initial call, dry run, and live event support are all provided in the Premium package. Detailed and strategic planning to discuss your goals and success criteria, top off the highest GoTo Event Services solution package. Our producers will work with you to provide industry best practices, create concrete action items to manage expectations, and set you up for the utmost success going forward.

### **Additional Assistance**

If additional assistance is needed, our event producers are also available on an hourly basis once a package has been purchased. The available services include those listed above and advanced training, advice on presentation best practices, assistance in setting up a webinar with a focus on engagement features, editing a recording through the platform, and reporting analytics.

### **Video Editing**

Event Services now officially offers video editing. With your detailed instructions, we will have your edited video back to you within two workdays. One round of revisions included with every hour purchased. Contact Event Services for a quote.

# Services Provided

Services Provided	Basic Package (Up to 2 hours of support)	Plus Package (Up to 3 hours of support)	Premium Package (Up to 6 hours of support)
<b>Pricing</b>	<b>\$600</b>	<b>\$850</b>	<b>\$1300</b>
<b>Initial Consultation (30 minutes)</b> <ul style="list-style-type: none"> <li>• Confirm event date and time.</li> <li>• Discuss goals and set expectations.</li> <li>• Establish event roles and responsibilities.</li> <li>• Review features setup.</li> </ul>	✓	✓	✓
<b>Pre-Event Support (30 minutes)</b> <ul style="list-style-type: none"> <li>• Assist stakeholders in joining and welcome.</li> <li>• Perform an audio sound check.</li> <li>• Review features setup and processes.</li> <li>• Confirm established roles and responsibilities.</li> </ul>	✓	✓	✓
<b>Live Event Support (1 hour)</b> <ul style="list-style-type: none"> <li>• Greet attendees and introduce the event.</li> <li>• Respond to staff questions via chat.</li> <li>• Monitor and address technical questions.</li> <li>• Assist with event Q &amp; A.</li> <li>• Provide a back-up recording.</li> </ul>	✓	✓	✓
<b>Rehearsal</b> <ul style="list-style-type: none"> <li>• Discuss technical and logistical details of the event.</li> <li>• Facilitate practice of roles.</li> <li>• Review in-session controls to improve comfort level.</li> <li>• Discuss contingency plans in case of technical challenges.</li> </ul>		✓	✓
<b>Strategy and Planning</b> <ul style="list-style-type: none"> <li>• Discuss event goals in detail.</li> <li>• Establish success criteria.</li> <li>• Provide industry best practices and coaching.</li> <li>• Help create a timeline with action items and next steps.</li> </ul>			✓

# Customer Testimonials

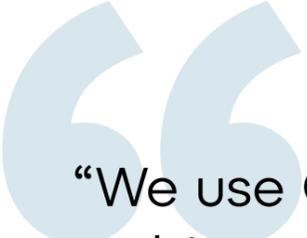
“

We work with GoTo Event Services monthly for our educational webinars on different types of lymphoma. Our panelists are new each month, and the event producer has made each webinar seamless from the very start, ensuring all staff members are comfortable with the platform and presentation. From audio checks in the pre-session to managing the housekeeping and technical questions during the live event, I am confident our event will be a success every time.”

**Patti Bunyasanand**

Program Manager, Bio Ascend LLC





“We use GoTo Event Services to effectively deliver webinars to our NHS audience on a range of workforce topics. We receive regular support from the team who help us to get the most out of the system, distribute our messaging and promote our resources quickly and easily through webinars.”

**Ailsa Parker**

Communications Manager, NHS Confederation



“GoTo’s Event Services team has been an invaluable partner to help us execute a range of virtual events, from standard webinars to complex multiday conferences with numerous concurrent sessions. The GoTo team is clearly vested in each event’s success, working closely with our staff to ensure speakers, panelists, and attendees have a great experience.”

**David Gabel**

Director, Professional Development & Meetings,  
AMDA-The Society for Post-Acute and Long-Term Care Medicine

# Pricing Chart

Find the right package for your budget.

Service	Pricing							
	USD	AUD	CAD	CHF	EUR	GBP	NZD	SEK
<b>Basic Package</b> (2 hours)	600	785	767	390	410	360	830	3000
<b>Plus Package</b> (3 hours)	850	1112	1086	520	550	480	1176	3900
<b>Premium Package</b> (6 hours)	1300	1701	1661	1475	960	840	1798	6990
<b>Support by the Hour*</b> (per hour)	300	390	380	280	220	200	415	1600
<b>Video Editing</b>	300	390	380	265	245	220	415	2500
<b>Last Minute Request Cancellation Fee**</b>	300	390	380	265	245	220	415	2500

\*Available as an addition with the purchase of a package

\*\*Additional fees may apply for orders placed, changed, or cancelled within 72 business hours of scheduled event.

# GoTo

## Are you ready to collaborate openly with our event producers to exceed your webinar expectations?

Contact us today to discuss the best solution for your upcoming events.

To learn more, please reach out to [event.services@goto.com](mailto:event.services@goto.com).

