Adobe® Connect™ 9

Insight-driven webinars, mobile learning, and mobile collaboration

Top new and enhanced features in Adobe Connect 9

- Greatly enhanced event registration tools (fully customizable event microsites, landing pages, and emails; template-based email triggers; event catalogs)
- Engagement dashboard to monitor participant engagement in real time
- Analytics powered by Adobe® SiteCatalyst® technology
- Campaign tracking
- Qualified lead scoring
- Increased event capacity of up to 1,500 participants
- Privacy and content controls in recordings
- Pause and resume recordings during live sessions
- Customizable recording indexes
- Advanced hosting and collaboration capabilities with Adobe Connect Mobile 2.0
- SCORM compatibility and reporting improvements for eLearning

Adobe Connect is a market-leading web conferencing solution that enables corporations and government agencies worldwide to improve collaboration, webinars, and eLearning through exceptionally rich interactions. Its latest release, Adobe Connect 9, delivers critical new capabilities to address challenges faced by many organizations initiating webinars, mobile learning, and mobile-to-mobile collaboration.

Webinars play a vital role in business and government today, as companies look to build stronger customer relationships and government agencies seek to better prepare staff for success on the job while enhancing citizen services. To maximize the impact of webinars, organizations are rethinking every phase of online event management, from preparing and promoting sessions and persuading people to take action, to applying lessons learned to maximize returns on future sessions.

Equally important, eLearning content—whether delivered live or on-demand—is increasingly consumed on a wide range of mobile devices, including smartphones and tablets. The explosion of devices, combined with the need to rapidly create and deliver engaging, high-impact courses, is putting a resource strain on all eLearning and training organizations because they need to help ensure their learning programs are accessible and run flawlessly anywhere, anytime on virtually any device.

Across webinars, eLearning, and ongoing collaboration, web conferencing demands today have moved well beyond traditional offices and have to address the requirements of individuals participating at any time from any location—without sacrificing the quality of the overall experience. At the same time, continued pressure on organizations to improve service delivery and reduce costs is further accelerating demand for more flexible, feature-rich web conferencing. Adobe Connect 9 helps address these challenges.

For webinars, Adobe Connect 9 provides an all-in-one solution for digital marketing and citizen-engagement events—ultimately helping to maximize results. It enables businesses and government agencies to:

- **Prepare** events in advance efficiently by preloading content, including recorded content for live playback, in persistent meeting rooms.
- **Promote** events to maximize attendance through customized emails, branded catalogs, and rich event registration and landing pages.
- **Persuade** attendees to be more involved in events and to take action by delivering dynamic multimedia content, social media integration, increased webinar capacity for larger audiences, intuitive event layouts and controls, rich-media feeds without additional downloads, and real-time engagement monitoring tools.
- **Optimize** events for exceptional participant experiences with built-in, easy-to-use analytical tools that identify top-performing promotions, measure webinar engagement, and generate rich, visual interpretations of data for faster decision making.
- **Follow up** with the best prospects by identifying the leads with the greatest potential and integrating with lead management and customer relationship management (CRM) systems for high-yield outreach.

For eLearning, Adobe Connect 9 further enhances the end-to-end, rapid training solution and introduces greater capabilities in mobile learning, engagement tracking, and learner onboarding—enabling businesses and government agencies to:

- **Rapidly create and deploy engaging content** instantly to the cloud, easy-to-use plug-ins for Microsoft PowerPoint, and industry-leading authoring tools including Adobe Captivate® and Adobe Presenter. Content creators can author materials and complete courses within days versus weeks, creating content once and publishing for access across virtually any device. In addition, future eLearning sessions can be repeated without preparation using persistent virtual classrooms, providing significant time savings for trainers.

- **Maximize training attendance** by promoting sessions using engaging emails, catalogs, and rich landing pages created using content authoring capabilities powered by Adobe CQ software.

- **Enable mobile learning on virtually any device** including iOS, Android™, BlackBerry PlayBook, as well as instant desktop access with no client downloads for learners. Hosts and participants enjoy rich, interactive mobile experiences, including hosting, presenting, file sharing, whiteboarding, breakout sessions, and using emoticons and more—all from the convenience of their PCs, smartphones, or tablets.

- **Deliver immersive experiences in live and on-demand classes** leveraging engagement dashboards to track and maximize learner participation in live sessions, as well as flexible, branded layouts to optimize the look and feel of courses. Multiple trainers can teach in sync using intuitive backstage tools for streamlined session management and enhanced learner experiences.

- **Efficiently manage and track training** with the features of a Learning Management System (LMS) at a fraction of the cost of a traditional LMS or integrate Adobe Connect 9 with your existing LMS. Accelerate course creation and delivery with streamlined creation of structured curricula and enhanced learner enrollment management. SCORM and AICC content support make it easy to track learner activities and progress, as well as to better gauge the effectiveness of your content. Enhanced security and privacy controls help safeguard sensitive learning content and participant information during all phases of learning.

Advanced, anywhere-anytime mobile collaboration

Adobe Connect 9 offers complete mobile-to-mobile collaboration to address the realities of today's business environments, where employees and customers are on the move worldwide. The flexibility to effectively host and collaborate in rich, interactive meetings from anywhere, anytime is now a necessity, with users on mobile devices expecting the same high-quality web conferencing experiences once available only on desktop systems.

Adobe Connect Mobile—one of the world's most popular mobile clients for web conferencing—offers meeting hosts and participants complete confidence to engage in web meetings, webinars, and virtual classrooms on the move using the latest smartphones and tablets. With the newest release, Adobe Connect Mobile 2.0, Adobe has extended many of the capabilities of previous releases with powerful new features for mobile users, particularly on tablets.

Hosts will enjoy greater flexibility as they present from their mobile devices, taking advantage of powerful sharing options and the added ability to use whiteboards and annotation tools on their mobile touch devices. In addition, users in highly interactive meetings and virtual classrooms can leverage enhanced opportunities to interact with hosts and other participants, including having the flexibility for anyone to share photos, videos, and documents from their mobile devices.
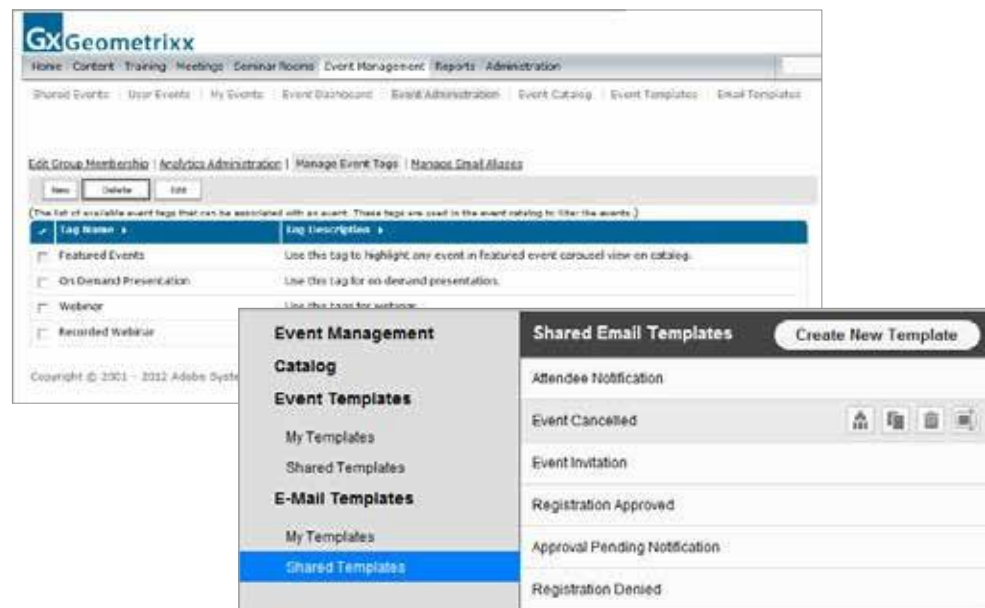
Powerful features in Adobe Connect 9

Better event preparation and delivery

Persistent meeting rooms and prerecorded content—Save time and get your webinars off to a great start by planning ahead. Persistent meeting rooms in Adobe Connect 9 allow webinar organizers to upload recorded content and presentations in advance and play them back live in a webinar or in a private meeting room. When preparing an event, organizers can easily reuse layouts, content, video, quizzes, polls, and other elements.

Maximize reach and simplify event attendance—Use Adobe Connect 9 for online events to engage up to 1,500 participants using traditional computers and laptops or the most popular mobile platforms and devices, including iPad and other Apple iOS devices, as well as the BlackBerry PlayBook, and Android based smartphones and tablets.

Strengthened role of Event Administrator—Leverage the new role of Event Administrator within Adobe Connect 9 to better control and enforce branding guidelines for your online events. Event Administrators can create shared reference templates, enable tags in catalogs, activate possible email reply options, and assign Event Manager roles to registered users.

Streamlined event scheduling—Use enhanced event scheduling capabilities in Adobe Connect 9 to easily find available timeslots within your Seminar licenses to prevent scheduling conflicts. The calendar view shows availability across all your Seminar Room licenses to help avoid conflicting seminars on the same license.

More effective, unified event promotion

Promote your brand with consistent communications—Enabled by powerful Adobe CQ technology, use intuitive drag-and-drop content creation tools and rich design templates in Adobe Connect 9 to create fully customizable, HTML-based event pages, emails, microsites, and catalogs. Rapidly create the branding and calls to action that will drive traffic to your registration page and expose your message to wider audiences.

- **Event microsites and landing pages—**Templates enable quick creation of customized event pages, including landing pages, speaker information, registration pages, and login pages. Templates can be customized using several rich components, including images, tables, charts, carousels, and other elements.

- **Template-based email triggers—**Email templates can be created quickly and easily using new drag-and-drop capabilities in Adobe Connect 9. In addition to standard email triggers, such as invitations, reminders, thank-you notes, or missed-meeting notes, custom email triggers can be created to go out to specified registration groups at pre-defined times.
- **Event catalog—**To improve event discovery, Adobe Connect 9 automatically generates a master event catalog listing all events. An event catalog can be embedded quickly into any website using the embed code provided. Within the events section of a site, it is possible to create multiple catalogs for each folder, with catalogs providing options to view events by date, topic, or other identifiers. Events can be filtered based on tags, and featured events can be highlighted in a carousel.

Create cross-platform promotions—Further leverage built-in Adobe CQ capabilities in Adobe Connect 9 to develop promotional materials optimized for online platforms. In addition, complete integration between Adobe Connect 9 and Adobe CQ can also enable you to promote your webinar in other web marketing campaigns, and display promotional content based on participant profiles compiled with data from the new event registration module.

Evaluate and refine promotional tactics—Adobe Connect 9 features a robust campaign tracking module enabling event managers to identify channels that produce the highest traffic and revenues. Use campaign tracking and embed a simple tracking code in each of your campaign communications to understand which sources registered attendees used most to find your event.

Integrate social media—Easily add custom applications, such as the TwitterConnect pod, to Adobe Connect 9 and use Twitter for promotion before and during your events. The pod searches Twitter for content related to meetings, which is particularly useful for conferences with defined Twitter hashtags, helping participants locate specific terms in their timelines. Search terms can be defined by event hosts, and the pod synchronizes so all participants see the same results.

Enable event registration without passwords—Simplify registration experiences by enabling event participants to login to an event directly, using their email addresses and eliminating password requirements.

Be more persuasive

Deliver exceptional audience experiences—Use Adobe Connect 9 to deliver compelling, memorable webinars that include rich multimedia content, enhanced viewing, high-quality video and audio, and many other participant enhancements—available to anyone on any device, any time, without additional plug-ins or software downloads.

• **Full-screen viewing of share pod—**Users now have easy access to the full-screen viewing option for enhanced experiences in live and recorded presentations. Presenters can also choose to require full-screen viewing for all attendees, and the title bar of the share pod can be hidden to increase the available meeting room area.

• **Improved audio management**—Hosts can easily manage unwanted noise from participants on audio conferences with the ability to mute attendees on the phone via the pod hover menu.

• **Simple identification of speakers**—Participants can easily identify who is speaking by seeing the highlighted video of the speaker; it is also easier to identify paused web cam feeds using newpause indicators.

• **Direct, one-on-one engagement**—Hosts can now send messages to selected participants from the Q&A pod, enabling them to communicate with participants as needed—even when the Chatpod is not being used.

• **Enhanced polling**—Support for short-answer polls delivers greater flexibility in administering polls and encouraging participation.

Monitor engagement in real time on new dashboard—Watch audience participation and engagement in real time with the new engagement dashboard in Adobe Connect 9. The color-coded meter shows how well your message connects with webinar participants live and tracks key performance indicators (KPIs). Event hosts can quickly see the number of poll questions answered and additional participant interactions—chat, voice conference, status updates, and others—helping to arrive at an overall participant engagement score that is displayed in the engagement dashboard. This critical information can be tracked to influence and improve future events.

Control engagement and interactions—Leverage complete flexibility in arranging meeting room layouts by adding, removing, resizing, or moving windows such as chat, Q&A, notes, content sharing, video, and other elements; the aim is to enable presenters to step through content in the most effective way and keep participants engaged.

Backstage areas—Hosts can easily upload additional content during an event without disrupting presentations in progress, giving them unprecedented flexibility to bring in new content and respond to changing interests of participants. The backstage area and Prepare mode can be used to coordinate events behind the scenes, enabling multiple presenters and hosts to simultaneously update their layouts and content to help ensure seamless event execution.

Streamline viewing of on-demand events—Simplify participant access to on-demand recordings, presentations, eLearning content, PDF documents, and other materials. Easily set up meetings to grant participants direct access to content after they submit registration forms, without requiring them to first check their emails.

Optimize events for greater ROI

The latest release of Adobe Connect software includes built-in integration with Adobe Digital Marketing Suite, including Adobe SiteCatalyst, to enable event organizers to analyze participant engagement and identify the most effective meeting elements and topics. For event organizers, the dynamic analytics capabilities provide potent, real-time insight into the performance of individual marketing promotions and their programs as a whole.

Within Adobe Connect 9

Optimize events and increase ROI by analyzing detailed event reports generated using Adobe SiteCatalyst technology built into Adobe Connect 9:

• Maximize ROI by identifying promotions driving the highest-qualified leads

• Measure webinar engagement effectiveness during and after an event

• Immediately react to trends leveraging rich graphical interpretations of data

Measure event effectiveness—Comprehensive reporting of participant engagement and attendance over time improves understanding about which event topics were the most successful and those that were the least effective. Detailed reports cover participant interactions in Q&A, polls, file downloads, chat, and other event-related activities.

Gauge success of promotions—Campaign reports in Adobe Connect 9 offer insights into promotional activities for events. Not only track page views for an event, but also monitor event logins and the resulting qualified leads generated after an event.
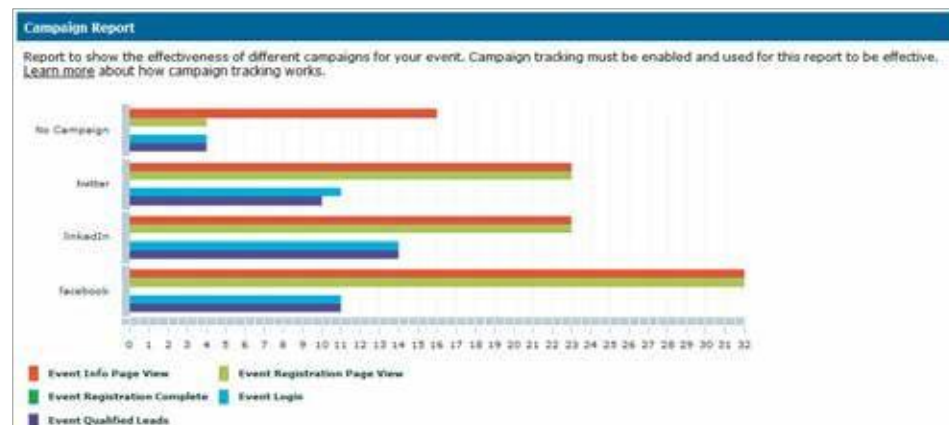
Follow up with hot prospects

Capture detailed participant profiles—Uncover more complete participant profiles that combine demographic information from registration questions with details about an individual's participation during an event, including responses to polls and questions asked.

Know your prospects—Use Adobe Connect 9 to set lead-scoring criteria and report on key prospects' engagement levels throughout a webinar for more effective post-event follow up. In the latest release, potential or qualified leads can be integrated into the conversion funnel and campaign reports. Event hosts can use the conversion funnel to see the total number of qualified leads, specific page views, and the number of leads generated based on pre-determined criteria.

Execute post-event campaigns using existing systems—Adobe Connect supports multiple web services APIs for enterprises to seamlessly integrate their webinar programs on Adobe Connect with their existing lead management platforms, including Salesforce.com, Eloqua, and Marketo. Connectors to leading systems such as these are also available from Adobe partners that use Adobe Connect web services APIs for integration.

Flexible recording options

Pause and resume recording during live sessions—Hosts can now pause and resume recordings during sessions.

Customize recording indexes—Add custom details, such as bookmarks and chapters, to a recording index for more intuitive webinar navigation and smoother presentations. Choose the location, the name, or identify important subtopics with chapters and bookmarks to enable users to explore your content on their own with ease.

Standardize recordings by hiding or deleting content—Effectively hide slides, chat, layouts, and other event items to create more standardized, controlled recordings. Multiple items can be selected and hidden or deleted for faster clean up and posting of recorded sessions.

Help ensure participant and content anonymity—Event organizers can easily remove participant names, as well as pods such as Chat and Q&A, to eliminate participant exposure in recorded sessions.

Powerful eLearning enhancements

SCORM Support—Vital to all eLearning initiatives is the ability to track learner activities, following their progress and tracking their test scores. Adobe Connect 9 now enables eLearning content creators to directly design and publish SCORM-compliant content to the Adobe Connect Server for use in training courses delivered from the Adobe Connect Rapid Training Management System.

Advanced mobile support

Delivering rich-hosting capabilities, outstanding video quality, and an exceptional touch experience for enhanced navigation, Adobe Connect Mobile 2.0 has extended many of the capabilities of previous releases with powerful new features for mobile users, particularly on tablets.

Given the breadth of enhanced features in Adobe Connect Mobile 2.0, this document focuses largely on what's new for tablet users—which includes many features previously available only on smartphones— as well as highlights new capabilities for both tablets and smartphones.

Extended sharing and interaction capabilities on tablets

Tablet hosts now have more flexibility than ever to engage audiences anywhere, anytime in high-impact meetings and virtual classrooms. Through a simple tap on touch screens, hosts can quickly accept people into a meeting room, assign presenters, start or stop screen sharing, and initiate private chats. At the same time, they can switch easily between layouts in a meeting room and efficiently present a wider array of content sourced from many locations. With Adobe Connect Mobile 2.0, tablet hosts can share:

• A document from the share history in the current meeting

• Whiteboards previously shared in the current meeting

• Supported uploaded files placed directly into the current meeting

• Supported files from a personal Content Library on Adobe Connect Central

• Supported files from the shared Content Library on Adobe Connect Central

Meeting hosts on tablets can also open a new Whiteboard in the selected Share pod, as well as share photos stored on the device's local library. On devices that permit access to local file storage via secure digital cards or other devices, hosts can share supported files from the local device file system.

To further engage participants and enhance discussions, tablet hosts can use Drawing tools on the Whiteboard and on top of shared files. New features include opting to show or hide the drawing toolbar; drawing with a pencil or highlighter; drawing squares, rectangles, circles, ellipses, lines, and other marks; selecting the thickness of a line, as well as line color, fill color, and fill opacity; and the ability to undo and redo actions. Objects can be selected and moved, or selected and deleted, as needed during discussions.

Improved control for tablet hosts over meeting recordings, cameras, and audio

Using Adobe Connect 9 and Adobe Connect Mobile 2.0, tablet hosts can quickly start, pause, and stop recordings. They also enjoy the flexibility to simultaneously enable web camera rights for all meeting participants across devices. In addition, improved audio management controls make it simple to determine if traditional phone or VOIP should be the audio method used for a meeting and give hosts the freedom to start an audio conference call, as well as start and stop broadcasting using Universal Voice. An added feature is the ability to enable or disable microphone rights for all participants at once.

Enhancing participant experiences on smartphones and tablets

Participants on mobile devices have more options to jump in and join discussions, enter breakout rooms, and provide their feedback in real time for more interactive, livelier meetings. With several new engagement indicators in Adobe Connect Mobile 2.0, participants can easily use the following status indicators:

• Raise hand

• Agree/Disagree

• Speak Louder/Speak Softer (tablets only)

• Speed Up/Slow Down (tablets only)

• Laughter (tablets only)

• Applause (tablets only)

A Stepped Away status is automatically turned on when a user on a mobile device multitasks away from Adobe Connect Mobile 2.0. When the user returns focus to the app, the Stepped Away status is instantly turned off, making it easier for hosts and event organizers to monitor participant engagement.

Additional enhancements to Adobe Connect Mobile 2.0 include the detecting and capture of phone numbers from participants using Android devices. For people using iOS devices, phone numbers are stored between sessions after a single manual entry. Hosts using tablets can also easily invite others to join a meeting because the default mail client now opens with a prepopulated message and hyperlink, simplifying the process of inviting one or more contacts via email.

A proven, unified web conferencing platform

Using outstanding web conferencing creation and promotion tools and advanced analytics in Adobe Connect 9, you can create, deliver, and manage online sessions that better attract and engage target audiences, strengthen your brand, and drive more leads and revenue for your organization. Empower your event organizers to tailor web conferences using actionable data that accelerates developing and delivering compelling content that truly engages audiences.

Adobe Connect 9 delivers an all-in-one solution for producing insight-driven webinars and market- leading innovations in mobile learning and mobile-to-mobile collaboration. With flexible deployment, customizable promotional templates, tight integration with powerful content creation and analytics tools, and seamless delivery of content across devices, Adobe Connect 9 is ideal for any organization committed to delivering high-impact web conferences to showcase its products, services, and ideas.