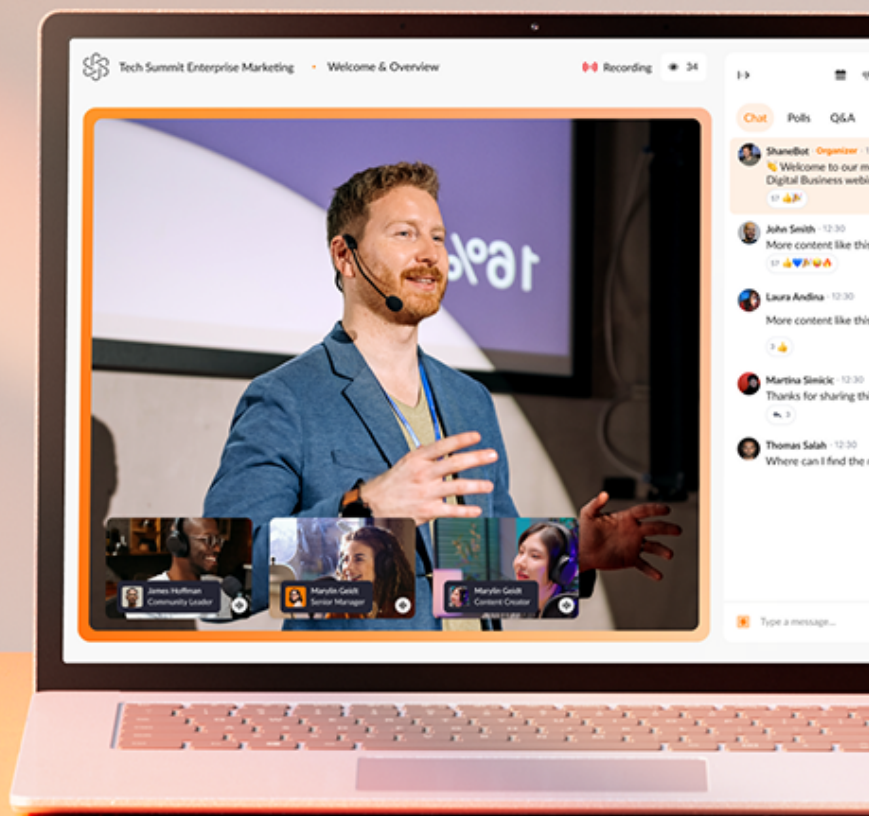**RingCentral**

Unlocking the full potential of your event investments

Event marketing is one of the most powerful ways to build brand engagement and generate demand. But all too often, that impact can be short-lived for many teams.

Short-lived content
Event assets lose momentum quickly after broadcast.

Siloed tools
Video replays, follow-ups, and resources live across disconnected platforms.

Lost lead signals
Audience interest is hard to track without centralized engagement data.

Low ROI visibility
Success metrics are often limited to registrations and attendance only.

After the final session ends, content is often siloed, leads grow cold, and an event's full value fades.

With rising pressure to do more with less, marketers need better ways to stretch every asset, increase lead quality, build brand awareness, and maintain audience engagement long after event day.

Whether you're running a flagship virtual event or a quarterly webinar series, RingCentral Events helps extend the life of your event content while capturing meaningful insights and qualified leads.

By combining AI-powered content generation, integrated lead capture, and centralized content management, RingCentral Events empowers marketers to drive ROI beyond the live moment—moving from one-time campaigns to always-on engagement strategies.

Extending engagement
with RingCentral Events

Our approach is rooted in using cutting-edge AI tools and integrated platform experiences to ensure your event content continues delivering value beyond event day.

AI-powered content generation and highlight clips
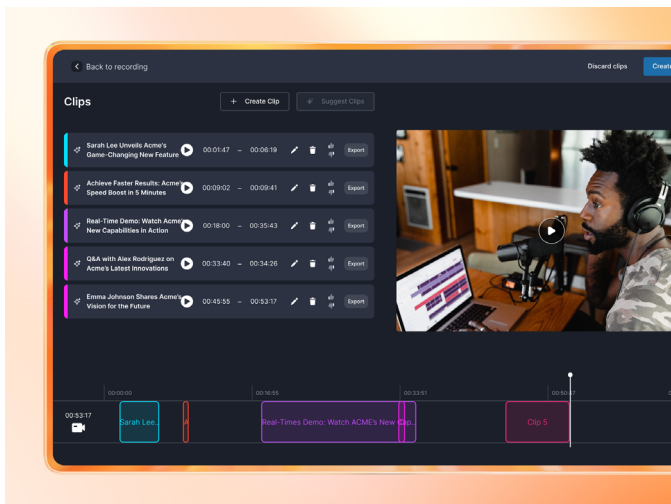
Get more from every moment.

Automatically create bite-sized, shareable video content using AI. These clips can be used across social channels, nurture emails, and future campaigns, giving your best moments extended shelf life with no added editing time.

- Surface key takeaways instantly
- Fuel multi-channel campaigns with ease
- Increase reuse across your multi-channel content strategies

Centralized, branded content hubs

One destination. All your content.

Launch custom-branded pages where audiences can engage with your full library of event assets—from highlight clips and full session replays to downloadable resources and future event promotions.

- Keep audiences engaged between events
- Eliminate content silos across your team
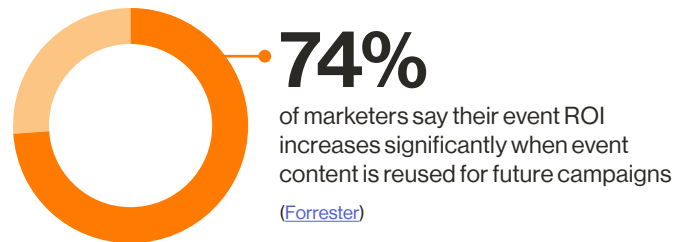- Reinforce brand leadership and community-building

Lead capture & content personalization
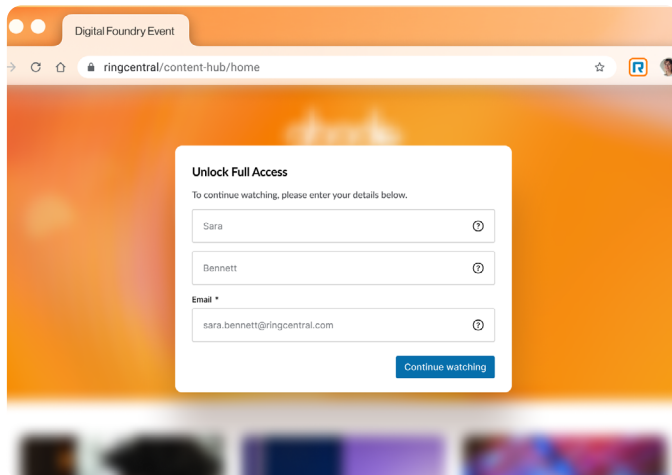
### Turn views into valuable leads.

Built-in gating features allow you to capture first-party data and personalize follow-ups based on user behavior. Gain visibility into what your audience consumes—and when—to power more relevant engagement.

- Increase qualified pipeline from post-event content
- Track and score content interactions
- Automate follow-up strategies with greater precision

74%
of marketers say their event ROI increases significantly when event content is reused for future campaigns

(Forrester)

" When I do events, I always think about how to create this event that I can repurpose forever and create evergreen content that I can make on social, blogs, podcasts, newsletters, etc. It's about killing two birds with one stone—creating engaging experiences and generating a wealth of shareable content."

Daniel Murray,
Founder
The Marketing Millennials
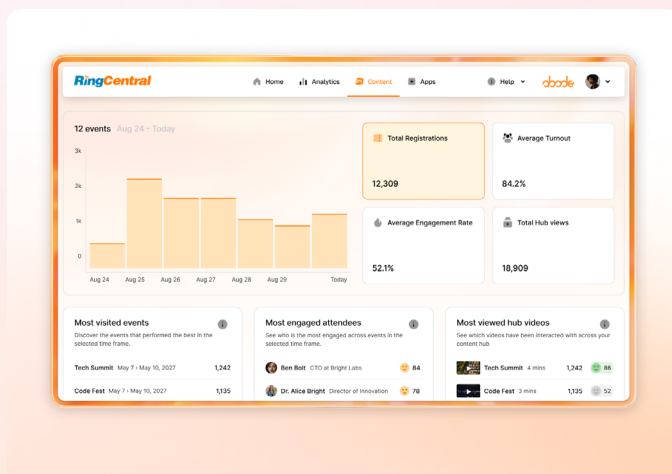
From one-time tactics to long-term brand impact.

Event marketing today is about more than filling seats. It's about building brand awareness and staying top-of-mind. When repurposed strategically, a single standout event can become:

- A customer story on your homepage
- A short-form clip for social
- An asset for your outbound team
- An evergreen pillar in your content hub

By turning one event into many touchpoints, marketers drive visibility, reinforce trust, and create a lasting impression. When buyers are ready to act, your brand is already at the top of their minds.

# With RingCentral Events, your live event is just the beginning

Today's audiences expect more than a single interaction—they seek communities and ongoing experiences with the brands they trust.

By leveraging RingCentral Events' AI-powered highlights, centralized content hubs, and intelligent lead-nurturing tools, marketers can transform isolated events into continuous journeys of engagement that nurture long-term relationships.

Key platform capabilities:

- Surface key takeaways instantly
- Fuel multi-channel campaigns with ease
- Increase reuse across your multi-channel content strategies

Reviews and applause for RingCentral Events
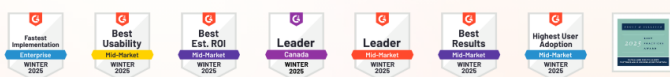
★★★★⯨
935 Reviews on G2 • Rated 4.5

★★★★⯨
325 Reviews on Capterra • Rated 4.5

★★★★⯨
325 Reviews on Software Advice • Rated 4.5

| Fastest Implementation Enterprise WINTER 2025 | Best Usability Mid-Market WINTER 2025 | Best Est. ROI Mid-Market WINTER 2025 | Leader Canada WINTER 2025 | Leader Mid-Market WINTER 2025 | Best Results Mid-Market WINTER 2025 | Highest User Adoption Mid-Market WINTER 2025 | |

Legal Check

MORE ATTENDEES

20x

Attendees at virtual career fairs

SAE INTERNATIONAL

BIGGER SPONSORSHIPS

$200,000

In sponsorship revenue

ViT

GROW YOUR FOLLOWERS

225%

Increase in event attendance

thryv

HAPPIER ATTENDEES

>8/10

Attendee survey score after switching

Extend even further with integrations and customization

You've captured the moments, the leads, and the insights—now it's time to put them to work.

RingCentral Events makes it easy to sync engagement data from your Content Hub into platforms like HubSpot, Marketo, and more, helping you take action while interest is still high.

Connect 40+ integrations

Customize your event workflows and content experiences by connecting with over 40 App Store integrations and public or custom APIs.

Never settle for one and done. Ready to transform your event strategy?

Keep your audience coming back all year, amplify ROI, and transform your events into lasting brand experiences. Learn more about RingCentral Events and start your free trial today

Sign up now

For more information, please contact a sales representative. Visit ringcentral.com or call 855-774-2510.

RingCentral