

# Plan your managed event before booking

Use this article to prepare for your event and make sure you have everything you need before booking. When you're ready, go to the [Managed Webcast Request site](#) to book your event.

## Scheduling basics

When you book your event, you'll need to have this information ready:

- Account and event contacts. The account holder (billing contact for the account), the organizer (person scheduling the event), and the person the event production manager should contact to discuss the event details.
- Client ID. Unique number that identifies your company's webcast account. If you do not know the Client ID, contact the account holder.
- Speakers. Names and titles of the people presenting during the event.
- Schedule. The date and time of the event. Every managed event includes a 30-minute pre-conference and 90 minutes of presentation time.
- Viewers. The number of viewers you expect to join the event.

## About your event

Think about your audience, what you'll be presenting, and which included features you want to use:

- What type of event do you need? You can request a Live, On-Demand, or Simulated Live event.
- Will presenters broadcast over the phone or on-camera?
- What are you presenting? You can share headshots (telephone events only), slide decks, and your screen.
- Audience interaction. Would you like Q&A? Survey viewers? Provide downloadable files?

- Communications. Automatic registration confirmations, event reminders, and follow-up emails.
- Dry run. Do you need additional training for presenters? You can request 60 minutes of training facilitated by an event production manager.

## Add-on features

You can enhance your event with extra features. Additional charges apply; see the [Managed Webcasting Feature Summary](#) for billing details.

- Pre-recorded Video Overlay. Present pre-recorded videos during the event.
- Captioning. Real-time captioning for viewers during the event or add captions later to the event recording.
- Recording. Receive the event recording as an MP4 file.
- Transcription. Receive a professionally written transcript after your event.

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