



Ready-Access Web Meeting Makes Podcasting Fast, Simple and Effective

Instantly Get Your Business Communications in the Right People's Hands

Ready-Access® Web Meeting's podcasting tool can help you get your business communications in the right people's hands quickly, easily and cost-effectively, so you can reach anyone, anywhere, anytime. Podcasting is a fast, easy and convenient way to distribute your content.



REACH ANYONE, ANYWHERE, ANYTIME TO ACHIEVE YOUR BUSINESS OBJECTIVES

In just a few simple steps, Ready-Access Web Meeting enables you to create, publish and distribute podcasts of your recordings to a group of subscribers. They automatically receive updates when new "podcast episodes" are available to download from your web page. It's another way Ready-Access Web Meeting offers you a competitive marketplace advantage in a fast-moving global economy, helping you to reach audiences as never before and achieve your business objectives.

KEEP IN TUNE WITH YOUR BUSINESS ASSOCIATES, PARTNERS, CUSTOMERS AND PROSPECTS.

It's a win-win for both you and your audience. Here are few examples:

- Helps your audience with their time management. It offers them the convenience and flexibility to download and play your content on their mobile devices -- wherever and whenever they want -- while traveling or commuting, at the gym, at home, or in the office.
- Enables you to maintain regular business communications with business associates, partners, customers and prospects, keeping them informed on a variety of topics. You can update them on the company's business performance, new products and services, promotions, corporate news, philanthropic activities and viewpoints on new legislation or government regulations, to name a few
- Allows you to quickly push out customer training through "podcast episodes" that feature step-by-step instructions on a new product, service or feature.

Below are some examples of how your organization can put the Ready-Access Web Meeting podcasting feature in motion to provide your audience with information, updates or news.

Sales and Marketing

- Sales presentations
- Webinars
- Product training / tutorials
- Audio-Video testimonials
- Audio-narrated whitepapers
- News of product launches

Investor Relations

- Earning announcements
- Annual shareholder's meetings
- Webinars

Corporate Communications

- Audio/video news releases
- Press conferences
- Webinars

Public Affairs & Community Relations

- Thought-leadership on new legislation or government regulation and its impact on commerce and trade
- Community news and philanthropic activities

WITH READY-ACCESS WEB MEETING YOU GET A COMPLETE PODCASTING SET-UP TOOL

- Global Crossing is one of the first Web conferencing providers to include a complete podcasting set-up tool to record, edit, label and publish rich-media podcasts targeted to your desired audience. We make it simple for you to effortlessly turn your audio and audio-and-web conference recordings into podcasts.
- We take it a step further though by enabling you to distribute your podcasts to thousands of subscribers via RSS feeds, such as iTunes among others, for playback on MP3 players, desktop computers, televisions or set-top videoconferencing systems. RSS files syndicate “news feeds” of all types of content, including podcasts. As it is a standard format others can subscribe to your news feed or incorporate your content into their web site.
- With Ready-Access Web Meeting, setting up your RSS feed is a one-time process.
- Enter the key words associated with your podcast, such as title, subtitle, description. These key words should help your audience understand the content of your entire feed or series of podcast episodes – as all your podcasts will be included in this one feed.
- Enter your name and email in the fields – author, owner name and owner email. Enter the current year in the copyright field. If you want to point to a web site link in the feed reader, enter the URL in the “Your Website” field.
- Categories and subcategories are optional and they define content search parameters for your RSS feed. Keywords are optional and determine whether your feed is linked to these terms when a user searches iTunes for related content. You can return to this “Podcast Feed Settings” form at any time and change information that you’ve entered into these fields to update it.
- You can also publish the Feed link on a web site as well as send it to people to subscribe. Users must download iTunes or other RSS aggregator in order to subscribe to your RSS link and the most commonly used podcast reader links are provided in addition to the iTunes URL.
- Your subscribers are notified via an RSS feed when new content is available to download. When they see that you’ve posted a new file, they can download that file to their computer or MP3 player and play it whenever and wherever, making it so easy for them to get your latest updates and news. Before podcasting became available, you had to make a recording and put it on your website. Now people can automatically receive your podcasts without having to go to a specific site and downloading it from there.

GETTING STARTED

You’re ready to start creating podcasts of your own. You could begin by investing in a good-quality microphone and special recording and editing software. Or, you could avoid all that by recording your content and creating a podcast the easy way — by using Ready-Access® Web Meeting. All it takes is five easy steps.

- You need a computer connected to Internet
- You also need to download a podcast receiver (most are free.) Go to:
<http://www.apple.com/itunes/download/>

STEP 1: RECORD YOUR AUDIO OR AUDIO/WEB CONFERENCE

TO RECORD AUDIO-ONLY

- Dial your toll-free Ready-Access® number
- Press **STAR** and the **number 2** on your telephone keypad
- After a moment, an automated attendant will announce that your conference is being recorded
- To stop recording, press STAR 2 again

TO RECORD AUDIO-AND-WEB CONFERENCE

- Dial your toll-free Ready-Access® number
- Go to www.globalcrossing.com/conferencing
- Under Quick Links under Web Meeting, click **START/MANAGE/ARCHIVE** link, then click the **OK** button
- From the Conference Center, click the **START A MEETING** button, click **YES** and **OK** button
- Either press the **STAR button and number 2** on your telephone keypad or click the **RECORD** checkbox on the Web Meeting interface
- Name your recording and click OK. You will see “Recorder” join the conference in the participant list. After a moment, an automated attendant will announce that your conference is being recorded
- Click on the Start Web conference button located at the top left side of the screen
- To stop recording, either unclick the “Record” checkbox or press the STAR button and number 2 again

STEP 2: CREATE YOUR PODCAST FEED / SUBSCRIPTION PAGE

- Go to www.globalcrossing.com/conferencing
- Under Quick Links under Web Meeting, click **START/MANAGE/ARCHIVE** link then click the **OK** button
- At the Chairperson login screen, enter your Ready-Access **CONFERENCE PHONE NUMBER, ACCESS CODE** and **PASSCODE**, then click the **LOGIN** button
- From the menu, click **PODCAST FEED SETTINGS**
- Click the **PUBLISH PODCAST** checkbox
- Enter relevant information about your feed
 - Title
 - Description
 - Author
 - Your email address
 - Key search words, etc...
- Click **SAVE** and your **PODCAST PAGE** URL will be displayed on the first line as "My Podcast Page." You would send this link to allow people to easily subscribe to your podcast feed.

STEP 3: ADD RECORDINGS TO YOUR PODCAST FEED

- Click **SAVE** and your **PODCAST PAGE** URL will be displayed on the first line as "My Podcast Page." You would send this link to allow people to easily subscribe to your podcast feed
- From the Conference Center, click **MANAGE RECORDINGS**
- Locate the recording you want to add to your podcast feed. Under the "Podcast" column at far right of screen, click the **EDIT** checkbox
- Pop-up box titled "Podcast Options" will appear. Fill in the basic information about your recording, keeping in mind that this is what subscribers to your podcast will see. Please note that the title and description will be used to define this specific podcast episode within your overall podcast series. Click "Save." You can remove the podcast from the feed by un-checking the box, It will only be removed for future subscribers, those who have already downloaded your episode will still retain your content

STEP 4: PUBLISHING YOUR MY PODCAST SUBSCRIPTION PAGE

- Select "Podcast Feed Settings" from Conference Center menu
- Highlight and copy My Podcast Feed URL provided on top of "Podcast Feed Setting" form
- Distribute your My Podcast subscription page URL via email, company website or newsletter. The link includes details on how subscribers can access your podcasts
- With one click, people can easily subscribe to your podcast feed. For a list of podcasting directories, visit <http://www.podcasting-tools.com/submit-podcasts.htm>

STEP 5: TO VIEW YOUR PODCAST SUBSCRIPTION PAGE

- Download an RSS aggregator, such as iTunes at <http://www.apple.com/itunes/download>
- When you launch iTunes, your podcast subscription page will automatically be viewable
- Subscribers can download single or multiple podcasts from your subscription page to their MP3 players, computers, videoconferencing systems or set-top boxes using iTunes or another RSS aggregator
- For online audio and video playback, subscribers would need to select a web-based feeder reader like Yahoo, Google, or other aggregator services to view your podcast
- Below is an example of podcast subscription page

