

## WHAT IS SHERPA FOR CORPORATE COMMUNICATIONS?

Sherpa's virtual events and video platform broadens the reach for communications professionals across a variety of use cases, internally and externally. Stream high-quality content and host highly-engaging virtual or hybrid events with Sherpa. Designed to scale without restriction and to reach an expansive audience, the Sherpa platform lets you strengthen your brand and get actionable insights on viewer engagement to drive growth.

### WHO IS IT FOR?

Communications professionals need a platform that offers reliable delivery of high-quality content, no audience size restrictions, and complete control over who is granted access to which assets. Corporate communicators should leverage a modern, stable, brandable, and secure video streaming and hosting platform like Sherpa's for:

- Scalable mass communications that captivate and engage viewers, driving deeper knowledge retention
- Fully customizable virtual events with dynamic content moderation and bi-directional video breakout rooms and live viewing parties
- Built-in analytics dashboards that track asset consumption and viewer engagement data, measuring channel performance and driving revenue growth
- Flexible architecture that readily integrates with other business systems to consolidate resources from disconnected content libraries

### KEY BENEFITS

Sherpa's adaptive and future-proof platform enables corporate communications departments to leverage a video-based strategy that attracts and retains an audience's attention, tracks viewership with built-in dashboards, and puts your brand in the spotlight. Internal and external communications professionals can also expect to benefit from:

- **High-quality, immersive experiences** — intuitive platform features let you easily and quickly create a custom-branded experience that keeps your viewers engaged
- **A secure, reliable platform** — consistently deliver high-fidelity content and integrate with security measures to safeguard access to sensitive proprietary information
- **Bi-directional video features** — build connections with your audience through shared viewing experiences and breakout discussions
- **Deep, valuable insights** — track data around content and employee performance with native, real-time dashboards

## WHAT DO WE RECOMMEND?

Sherpa Trailhead is a go-to solution for communications groups, and includes access to high-quality, secure, reliable live & on-demand streaming, deployed in the cloud, on-premises, or a hybrid approach depending on the organization's needs, as well as:

- 4 Live or Simulated Live events
- 500 GB asset storage
- Support for HD, 4K, 360-degree, virtual reality, and augmented reality content
- Intuitive branding features to completely customize the viewing experience
- Integration with SAML/ADFS system(s) and other corporate security measures

## OTHER FEATURES/SERVICES

For more complex events or additional resources, there are many other options for communications professionals, such as:

- **Sherpa Professional Services** for consultation, platform upgrades or configurations, video editing, and live event moderation/testing/production
- Hardware/software devices to manage content distribution across highly saturated networks or in areas with limited connectivity
- Bi-directional video breakout rooms, live Viewing Parties, and other audience engagement features in **Sherpa Campsite**

## HOW DO WE GET STARTED?

Reach out to your Sherpa representative or email [sales@sherpadigitalmedia.com](mailto:sales@sherpadigitalmedia.com) to start a conversation about what your needs are.

**We're here to help, not to sell.**

If you have any questions, reach out and we'd be happy to answer them for you.

**GET STARTED TODAY**