



**Campaign Level**

Effective audience engagement extends beyond the event itself. Campaign level thinking is the “big picture” that allows you to see several months worth of activity summarized over a concentrated timeline.

**Agenda Level**

The Agenda level constitutes a particular start to finish engagement that could last for five minutes or five hours, depending on the objective and when it falls within the campaign timeline. The goal at the Agenda level is to capture 100% of the user’s attention for that period of time.

**Segment Level**

Segments exist within the Agenda, each representing an individual tactic within your event experience. A segment could be a webcast presentation, moderated chat, interactive poll or email message, allowing you to engage your audience over a variety of channels.

**Touchpoint Level**

The Touchpoint is the portion of each Segment when you are requesting that a user do something for you. This Touchpoint can be passive or active, such as watching something, filling out a form, participating in a Q&A, or taking a survey.

**eCAST**  
*Engagement Model*

The eCAST model is an expanding timeline of activity representing a linear user experience throughout an event, where each level shows greater detail within the previous. The eCAST model was developed to optimize the user’s experience and ensure that all tactics planned and executed

within the frame of your event are relevant to your organization’s goals. By creating a method of thinking and a resulting map of activity, each individual effort is evaluated and positioned appropriately, relative to all efforts.

