



## Service Description

# Webex Events (formerly Socio) Registration Builder Package

This Service Description is part of the Services Agreement (as defined in the [Services Guide](#)) and describes various Services that Cisco will provide to You. Capitalized terms, unless defined in this document, have the meaning in the Services Guide.

### 1. Summary

After You purchase the Webex Events (formerly Socio) Registration Builder Package, Cisco will assign You a Cisco Advanced Services team (Cisco AS Team) to build Your event registration site, ensuring a personalized attendee journey. This includes, but is not limited to, segmenting different attendee groups, assigning multiple ticket types, and defining content visibility. The Cisco AS Team will consist of a Project Manager (PM) for pre-event tasks and a Solutions Analyst (SA) to implement the technology.

Webex Events will be available to You for the term defined in Your Master Agreement and is separate from this Service Description. The Services defined within this Service Description are available within the 12-month Service Term. Products and features Cisco needs to meet the Service requirements are outlined below.

Existing Webex by Cisco Customers have access to Webex Events Software and standard support. Additionally, You may access best practices tutorials and videos.

### 2. Cisco Responsibilities

Provide You with a Cisco AS team consisting of one (1) PM and one (1) SA.

- PM: Responsible for creating and managing Your project timelines, deliverables, and communications for up to forty (40) hours.
  - The PM will send You a form to review and complete that will allow our team to implement and setup Webex Events Registration, the Registration Implementation Form.
  - Registration build:
    - The PM will provide best practices example on how to best use Webex Events' registration to fit Your event's needs prior to the brainstorming session.
    - The PM will schedule two (2) meetings with you to accomplish the following:
      - Meeting One – A brainstorming meeting that will occur approximately three (3) months prior to the event:
      - Meeting Two (Final Registration Build Review Meeting) – A one- (1-) hour Registration platform training meeting that will occur approximately three (3) weeks prior to registration launch.

- o The PM will accommodate two (2) rounds of Registration form submissions and reviews, each with a five (5) business days turnaround time.
- SA: Will remotely perform these duties:
  - o Work with the PM and You to build and finalize Your Webex Events Registration site.
  - o Launch the Webex Events Registration site after receiving final sign off from You.
  - o Show You how to view and export registration reports.
  - o Provide You with the following Webex Events Registration reports:
    - Sales by ticket
    - Attendees
    - Orders
    - Guest list
    - Net sales

### 3. Customer Responsibilities

- Ensure set up of Webex Events Registration payment processor, [Stripe \(if applicable\)](#).
- Provide Cisco AS Team with branding assets.
- Complete and submit the Registration Implementation Form by agreed upon due date(s).
- Review all email copies and final approval for any customized registration emails.
- Integrations with any third-party providers (if applicable):
  - o You are responsible for any third-party API usage costs and associated timelines.
  - o You are responsible for providing Webex Events access to any integration software and third-party teams.
- After the Final Registration Build Review Meeting, You are responsible for additional changes to the Registration site (e.g., last-minute additions of questions, updates to emails, new tickets).