Constant Contact Event Management Product Introduces Online Meeting and Webinar Capabilities

Small businesses and nonprofits now have easy access to web-based meeting tools through Constant Contact and new integration with MeetingBurner

WALTHAM, Mass.--(BUSINESS WIRE)--Constant Contact®, Inc. (NASDAQ: CTCT) has expanded its event management product to enable small businesses and nonprofits to easily manage online meetings and webinars with any online meeting tool. Further, through a new integration via Constant Contact's AppConnect Program, customers using the online meeting service from MeetingBurner® can now seamlessly create, promote, and manage online meetings and webinars directly from Constant Contact's event product. Both new features give those planning online meetings full access to Constant Contact's robust registration and promotional engine, previously only available for in-person meetings and events.

"The launch of our new online event management capabilities represents Constant Contact's strong commitment to expanding the reach of our trademark event tools, known for delivering on speed, simplicity, social integration and analytics," said Christopher M. Litster, vice president and general manager, Event Marketing at Constant Contact. "With the MeetingBurner integration, Constant Contact now offers an effortless and automatic inclusion of a customer's MeetingBurner event information directly into our event management product, including the event website, invitation, registration, and post-event communications."

The integration with MeetingBurner offers users seamless access to a range of features, including:

- Automated SMS reminders
- iPhone/ iPad and Android apps to view meetings
- Ability to record live meetings
- Autopilot meetings
- Integration of conference lines and Skype
- Instant analytics to better understand how attendees are interacting with the content
- Affordable access to webinar platform with free option for meetings with attendance of 15 or fewer

"Our work with Constant Contact will enable an even greater number of entrepreneurs, small businesses, and nonprofits to take advantage of our meetings tools, which have earned a reputation for lightning fast load times and ease-of-use," said John Rydell, CoFounder and President, MeetingBurner. "There is a natural synergy between our two companies that will greatly benefit those using both Constant Contact and MeetingBurner to manage their events."

To introduce best practices for hosting online meetings and webinars, Constant Contact's event management experts will host a free webinar entitled "How to Run Engaging Webinars" on Tuesday, June 5, 2012 at 4 PM ET. Register here: http://conta.cc/engagingwebinars3.

For more information about Constant Contact's event management product, or to sign up for a free 60-day trial, please visit: http://conta.cc/IZBarR

About Constant Contact, Inc.

Constant Contact is revolutionizing the success formula for small organizations through affordable, easy-to-use Engagement Marketing™ tools that help create and grow customer relationships. More than half a million small businesses, nonprofits, and associations worldwide rely on Constant Contact to drive ongoing customer dialogs through email marketing, social media marketing, event marketing, local deals, and online surveys. All Constant Contact products come with unrivaled KnowHow, education, and free coaching with a personal touch, including award-winning customer support.

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About MeetingBurner

The company was founded by brothers, John and Paul Rydell, who were fed up watching the world waste billions of dollars a year in inefficient and ineffective online meetings. After spending a decade building a CRM business that supports more than 100,000 small business owners, the Rydells set out to build the world's best online meeting platform with a vision to make it fast, simple, and efficient. The industrial-strength MeetingBurner.com platform was built in the cloud with patent-pending technology to eventually allow for meetings of virtually any size. MeetingBurner opens its doors today for public release. For more information about the company visit www.meetingburner.com.

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