# EVENT SERVICES

## MAXIMIZING THE IMPACT OF YOUR HIGH-PROFILE CALLS.

Some conference calls are more important than others: quarterly earnings reports, new product launches, press conferences, merger and acquisition announcements, employee training sessions. They're more than just conference calls; they're important meetings that demand top-rate service and unmatched attention to detail. The Event Services division of Communique was established to ensure that your most important calls get the treatment they deserve. And no call is too large or too small. Whether your call has 5 or 5,000 attendees, Communique Event calls are executed by our most experienced teams and adhere to our most stringent levels of customer service to ensure professionalism, consistency and complete satisfaction. Here are a few ways to put Communique Event Services to work for you:

- Execute your quarterly earnings calls and put your firm's results in the hands of your investors. Stream the audio and slides over the Internet to ensure RegFD compliance.

- Use Leader-View$^{SM}$ to manage your Q&A Session over the Internet and view participants in real-time during your monthly training event.

- Launch your new product to the sales force without taking them out of the field. Show slides of the new ad campaign over the Internet using Web Conferencing. Use Encore$^{SM}$ to digitally record the event for the benefit of those who missed the live launch.

## ▶ SURROUND-THE-CALL OPTIONS

**Key features that enable you to maximize your event calls include:**

**Leader-View$^{SM}$** – Leader-View$^{SM}$ uses a simple web-based interface to give you a private, real-time view of participants on your call. You can view the names of individuals waiting to ask a question, as well as other pertinent information about your audience.

**Voice Talent** – These screened and trained Meeting Facilitators provide voice-over quality talent on your call. This option pairs especially well with media-facing events or calls hosted by your firm's upper management.

**web conferencing** – Keep your guests involved in your event with a choice of several web conferencing product. Web conferencing allows you to show a slide presentation, take guests on a virtual web tour, and incorporate Flash media – all via their Internet-connected PCs.

**Event Registration** – Keep control of your call's details while tracking expected participants. You determine the information collected from each registrant and choose from other handy options such as Event Caps, Email Reminders, and Individual Registrant IDs. Phone, Web, and combination Phone/Web options available.

**Audio Streaming** - Broadcast your call over the Internet and invite a wider "listen-only" audience to your event. Archive the event and we'll provide you a link that can be posted to your website or emailed to those who missed the call "live". Audio only and audio with slides options are available.

**Encore$^{SM}$** – Increasing your event's reach, Encore$^{SM}$ digitally records your call for those who were unable to attend it live or would like to listen again. Accessible via a toll, toll-free or International Toll-Free (ITFS) number for easy, 24/7 access.

**Encore$^{SM}$ Report** – Information about the guests who access your event's Encore$^{SM}$ recording is captured and reported to you so you'll know more about your call's extended audience.

**Facts Complete$^{SM}$** – Your guests' names, "on-the-line" times, phone numbers and up to four additional pieces of information you select are captured as they dial into your event. This list is faxed or emailed to you for your reference; you'll know who heard your message, who missed it and with whom to follow up.

**Transcription** – Receive a professional transcription of what was said during the event. Perfect for identifying sound bytes and quotes for post-event press releases.

# ▶ WHAT TO EXPECT ON A TYPICAL EVENT CALL

**Pre-Event**

- Voice Broadcast lets you send a phone message - up to 45 seconds in length and recorded in your own voice - to your call's domestic participant list. Notify your audience about the call's details, pre-call requirements or any other information you wish to share.

- As guests go through Event Registration, information of your choosing is gathered so that you'll know who to expect on your call in advance.

- Event Services notifies your guests of the event's agenda and any preparatory requirements with a Fax or Email Broadcast. Everyone arrives at the event on the same page.

- Several minutes before the call is scheduled to start you get together with your co-presenters on a Sub-Conference to cover the final details and timing cues.

- Your event has the added security of leader-specified Password Protection. As your guests arrive they are asked for the password, which was provided to them upon registration, before being joined to the event.

**During the Event**

- The Meeting Facilitator reads the Custom Script written by the call leader and thus sets the stage for the event.

- The event is conducted in Lecture Mode. All guests' lines are muted during the presentation to reduce background noise allowing you to deliver your message uninterrupted.

- When your presentation had concluded, the Meeting Facilitator administers a Q&A Session. Guests indicate that they have a question using their telephone keypads and are taken in turn in a professional and orderly manner.

- The event leader's representative sees who has a question on Leader-View.SM The Q&A queue is prioritized behind the scenes with the Meeting Facilitator on the Communication Line so as not to interrupt the call's flow.

**Post-Event**

- A Facts CompleteSM report is faxed or emailed to you within two hours of the call's completion showing useful audience information that was gathered as your guests dialed-in. This provides a perfect contact list for post-call follow up.

- Event Archive allows you to maintain a library of web-recorded conferences via a branded web interface. It is also a great way to collect information about your conference's post-call audience.

- A Transcript of the event arrives within the timeframe of your choice. This document supplies the exact event text from which you pull news wire sound bytes. The transcript is put on file along with a Recording of the call on CD or tape providing a legal record of the call for your firm's archives.

- An EncoreSM recording of the event is established. Information is collected from those who access it and the EncoreSM Report provides you with the same information collected from the "live" attendees.

## ▶ YOUR EVENT SERVICES TEAM

With every call handled by Communique Event Services your team will include the following key players:

**Event Service Reservationist** – Event Services provides you with a dedicated reservation line answered by expert reservationists who are available to consult with you from 8 AM to 9 PM Eastern standard time.

**Account Specialist** – Acting as your event orchestrator, your Account Specialist will make sure that you have all the tools necessary to conduct a great event and ensure the flawless execution of your call on the operational front. He or she verifies your event checklist pre-call, coordinates your walkthrough 48 hours before the call, facilitates the Sub-Conference, provides direction to the Meeting Facilitators and manages all of the event's features and options making sure that you and your guests receive a seamless, smooth event experience. Your Account Specialist will also monitor your event and follow-up with you after the call to make sure that everything was to your satisfaction.

**To learn more about Communique Conferencing Event Services, please contact your Meeting Consultant or visit www.communiqueconferencing.com or call our Sales Team at 866-332-2255.**