

Event Conferencing Services: who, what, and why

Conferencing solutions let you create an audio or web conference between multiple participants. They make connecting easy and efficient and offer a range of features that support a variety of uses. However, when organizations need to hold an important or large capacity conference, they may require additional services such as having an operator greet participants or a moderator facilitate a call, all while maintaining a quality experience.

Organizations that lack in-house skills to support business critical, complex, time-critical, high-level or multi-location conferencing events

Line of business users who need to drive outcomes, not technology



Participants who want to focus on the message instead of the logistics

Technical enablers who need to manage budget and resources



Communications, sales, marketing, and training personnel who need program-wide quality, assurance, and measurement



During event

- Professional moderator managing event technology and recording
- Event facilitation
- Management of Q&A, voting, and polling
- Real-time support for speakers and participants



Post-event

- Conference recording file
- Optional services including editing and transcription

Pre-event

- Pre-call to review logistics, roles, and responsibilities
- Pre-conference connection assistance and technology review with presenters



Use examples

- Town hall meetings
- Media briefings
- Customer training
- Investor relations calls
- Marketing webinars
- Board meetings

More confidence - less compromise and risk



Removes demand on internal capabilities and resources

Pay-per-use flexibility with no CapEx



Why use event conferencing?



Enhance efficiency and productivity

Qualitative and quantitative feedback in real-time



Increase audience reach and scalability

Enhance participant experience and involvement



Greater focus on objectives not technology



To explore further, visit www.att.com/eventconferencing