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.

Who can benefit?

- 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

What's involved?

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

Why use event conferencing?

- More confidence - less compromise and risk
- Removes demand on internal capabilities and resources
- Pay-per-use flexibility with no CapEx
- Qualitative and quantitative feedback in real-time
- Enhance participant experience and involvement
- Greater focus on objectives not technology
- Increased audience reach and scalability
- Enhance efficiency and productivity

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

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