



 **InterCall**<sup>®</sup>  
Beyond Meeting Expectations

*For high-profile or large-scale events, InterCall offers more features and services to make your call a success.*



# Event Services

Online events come in many shapes and sizes...company-wide training sessions about new benefits, marketing seminars to promote products or large investor relations meetings.

In any case, your needs are the same: a lot of prep work goes into them, focusing on your message is critical and, most importantly, nothing can be left to chance.

## Focus on What Matters Most

That's where InterCall's event services come in. When you use InterCall to manage and coordinate your event, you can spend time on what really matters. Instead of coordinating dry runs, pulling daily reports and worrying about the technology, you can concentrate on developing solid content for your event. InterCall offers flexible solutions to meet your needs.

- + **Marketing:** conduct online lead generation seminars or launch new products to media and analysts.
- + **Training:** provide interactive training sessions for employees, partners and customers.
- + **Corporate Communications:** deliver important company-wide announcements or interdepartmental conferences.
- + **Investor Relations:** execute quarterly earnings calls with investors, analysts and media.



## Get the Most from Your Event

InterCall offers more features to ensure you get the most out of your event. From notifying participants to sharing presentations and multimedia to providing an archive of the conference, we have what you need to make your event successful.

## Expert Assistance from the Professionals

From the moment you schedule your meeting, you can be assured that InterCall's specialized events team has the knowledge and experience to help you plan and execute every detail. First, an event manager reviews your objectives and, if necessary, recommends additional services. After the consultation, in-depth rehearsals and

checklist reviews take place to make sure everyone—operators, technicians and speakers—knows what to do and when. During your event, expert-level operators monitor the meeting, greet participants, introduce speakers and manage Q&A. Afterwards, we coordinate all follow-up activities, such as setting up the archive of your event, delivering transcription files and accessing participant reports.

## Planning Your Event

- + **Voice Broadcast**—send a phone message, recorded in your own voice, to your call's participant list. Notify your audience about the event details, pre-call requirements or any other necessary information.
- + **Fax or Email Broadcast**—have InterCall notify your participants of the event agenda and any other requirements so everyone is prepared.
- + **Event Registration**—select the information you want gathered from your participants as they register, either on the phone, web or both, so you'll know who to expect on the event. You can also choose to send email reminders or assign individual registrant IDs.

## Conducting Your Event

- + **Sub-conference**—get together with your co-presenters to review final details and timing cues prior to the start of your event.
- + **Password Protection**—assign a password that participants must give before being admitted to the call.
- + **Voice Talent**—utilize our screened and trained meeting facilitators to provide professional, quality voice talent on your call.
- + **Leader-View<sup>SM</sup>**—use this simple web-based interface to get 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.
- + **InterCall Web Meeting**—host webinars or larger meetings using InterCall Web Meeting's powerful tools that help you invite participants, track registrations and report attendance, so it is simple to plan and manage your event.
- + **Mshow<sup>®</sup>**—connect with up to 10,000 people any where in the world with our high-bandwidth virtual event platform. To make your event more powerful, you can include different media, such as animation, embedded video, audio and Flash, or even integrate with high-quality live video streams..
- + **TrainingCenter, powered by WebEx<sup>™</sup>**—deliver live, interactive training sessions with tools specifically designed with the virtual classroom in mind. In addition to sharing presentations or demonstrating applications, you can conduct quizzes online, separate trainees into work groups for collaborative projects and host post-training tests for follow-up.
- + **Event Center<sup>™</sup>, powered by WebEx**—get everything you need to manage your online marketing seminars. EventCenter gives you all the tools you need to invite participants, manage their registrations, prepare for your event, share your presentation and follow-up with your attendees.
- + **Streaming**—broadcast your call over the Internet and invite a wider listen-only audience to your event. Archive the event and receive a link to post to a web site or email to those who missed the live event. Audio-only and audio with slides options are available through Mshow.
- + **Custom Script**—provide a script to be read by the meeting facilitator during your event, ensuring everyone hears your specific message.
- + **Lecture Mode**—have your participants' lines muted during the event to reduce background noise and avoid having your speakers interrupted.
- + **Q&A Session**—take questions from your audience to make the event more interactive. Participants indicate they have a question using their telephone keypads. The meeting facilitator can manage them openly or by using Leader-View, which allows you to see who has a question and coordinate the queue through a communication line.

## Wrapping-up Your Event

- + **Encore<sup>SM</sup>**—increase your event's reach by providing a digital recording. The file is accessible anytime by dialing in to a domestic or international toll or toll-free number.
- + **Encore Report**—collect information about the people who access your event's Encore recording.
- + **Participant Report**—as participants dial in to your event, capture their names, entry/exit times, phone numbers and up to four additional pieces of information.
- + **Event Archive**—maintain a library of web-recorded conferences through a branded web interface and collect information about those who access them.
- + **Transcription**—receive a written account of your event for legal or PR purposes.





## A Partner in Your Success

If you're short on time and resources or just want some extra assistance to make sure your event is flawless, InterCall's expert event services team helps you plan, conduct and wrap-up your seminar so you can focus on your message. From recommending appropriate features and conducting rehearsals to monitoring the live event and gathering report information, our dedicated specialists work with you, ensuring a more professional and successful event.



800.374.2441

info@intercall.com

www.intercall.com



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