



# InterCall's Solutions for Investor Relations



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Building and managing a successful investor relations program is no small task. Adhering to regulations, building relationships, preparing documentation and meeting strict deadlines takes a lot of time and communication—with executive management, internal teams, investors and other members of the financial community. Whether you are having a meeting to review your latest filing or conducting your quarterly earnings call, you need conferencing solutions and support you can depend on.

## Features and Services

InterCall has the services, support and features you need for your critical earnings calls and your everyday meetings. No matter what you need to do or who you need to communicate with, you can trust InterCall to help you build a successful IR program on all fronts.

## Quarterly and Annual IR Calls

From orchestrating your quarterly earnings release calls to streaming them over the Internet to distributing your event information, InterCall delivers the end-to-end solutions you need.

### YOUR EVENT TEAM

When you work with InterCall to execute your investor relations communications, you're working with the best. Not only will you have our years of industry-leading experience backing every call, you'll be helped every step of the way by a team of experts who know what it takes to make the most of your message.

- + **Sales representative** – InterCall's sales team is the cream of the crop. All sales representatives are conferencing specialists; it's all they sell, so you can rest assured that you are working with individuals who know how to make the most of your conferencing dollars. Just tell your representative what you're trying to achieve with your IR communication and she will recommend a package of services and features that will get the job done and exceed your expectations.
- + **Reservationist** – When you're ready to schedule your IR call, InterCall provides you with a dedicated reservation line answered by expert reservationists who are available to consult with you about what you need for your event. These professionals will guide you through the process and make sure that all the details of your call are covered.
- + **Account specialist** – Acting as your call coordinator, 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 verifies your event's checklist before the call, organizes your walk-through 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 call experience. Your account specialist also

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monitors your event and follows up with you after the call to make sure that everything was to your satisfaction.

- + **Customer service specialist** – This team member serves as your IR call coordinator—a dedicated resource who works in conjunction with your account specialist to double check the reservation, participate in the walk through and help monitor the call.

## PRE-CALL

- + **PR Distribution** – notify participants of the conference agenda, call details and other pertinent information. Information is communicated in full compliance with disclosure requirements and everyone arrives for the call on the same page.
- + **Call Walk-Through** – conduct a dry run two days before the event to double-check the details, ensure that everyone is prepared for what will happen during the call and go over any changes to the reservation or call flow that might be necessary.
- + **Sub-conference** – gather in a sub-conference with your scheduled speakers to go over the agenda and discuss last-minute updates.
- + **Promotional Tape** – play a recording of theme music or your latest ad campaign to set the tone for the call.

## DURING THE CALL

- + **Custom Script** – craft a special message for a welcome statement, Q&A session and closing comments that an operator reads during your conference. Custom Scripts offer you another way to make your call more personal.
- + **Lecture Mode** – mute all participants' lines during your presentation to reduce background noise, allowing you to deliver your message uninterrupted.
- + **Question & Answer Session** – give your participants the opportunity to ask questions during the conference. Participants indicate that they have a question using their telephone keypad, while the operator manages the question queue in a professional and orderly fashion.
- + **Leader-View<sup>SM</sup>** – use this simple web-based interface to get a private, real-time view of the participants on your call. You can view the names of individuals waiting to ask a question and other pertinent information. Leader-View helps you effectively manage investor relations calls and other public conferences.
- + **Communication Line** – speak with an operator outside of the main conference to convey behind-the-scenes information, orchestrate guest speakers or give timing cues. A Communication Line makes it easier to manage all the details of a large conference.
- + **Streaming** – broadcast your message to the widest audience possible. Your conference is accessible live via the Internet and can be archived for later playback. Present only the audio portion of your call or add slides—the choice is yours.



- + **Interpretation** – overcome language barriers with your global audience. By using either consecutive or spontaneous interpretation, provided by a highly-trained interpreter, your presentation can be rendered in almost any language during your conference call.
- + **Relay Conference Captioning** – allow participants who are deaf or who have a hearing loss to participate in a conference call. Verbal comments from the conference are captioned live so participants can read the text online. Any comments they have can be typed for the captioner to read back to the entire conference.
- + **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.
- + **EventCenter™**, powered by WebEx – get everything you need to manage your online event, from planning the seminar to conducting the meeting to post-event follow-up.

## POST-CALL

- + **Participant Report** – capture your guests' names, on-the-line times, phone numbers and up to four additional pieces of information you select as they dial into your event. This list is faxed or emailed to you for your reference so you'll know who heard your message, who missed it and with whom to follow-up.
- + **Transcription** – receive a written record of what was said during the conference via email, fax or hard copy. Choose to transcribe the entire call or just the Q&A session. We provide several different delivery options to fit your specific needs.
- + **Podcasting** – allow employees, customers or colleagues to listen to your recorded conference by downloading it from the Internet to a personal audio player (iPod) or aggregator (iTunes or Juice).
- + **CD/Taping** – capture your recorded event on a CD, cassette, microcassette or DAT. For easy navigation through your recorded conference, we also provide CD Indexing.
- + **Encore** – digitally record your call for anyone who was unable to attend it live or would like to listen again. It's available by dialing a toll, toll-free or International Toll-Free (ITFS) number for easy, 24/7 access.
- + **Encore Reports** – capture information about anyone who accessed your Encore recording. The information is transcribed and sent to you for your records.

## Everyday Meetings

For daily communication and meetings with internal teams, vendors and partners, InterCall offers easy-to-use conferencing tools to help you get things done quickly.

- + **Reservationless-Plus®** – hold your conference call at any time without making a reservation. Additional call management features are available online.



- + **InterCall Web Meeting** – enable better interaction and meet more often using InterCall Web Meeting. It brings you a unified, collaborative meeting experience by integrating audio, web and video conferencing into one easy-to-use service.
- + **Microsoft® Office Live Meeting**, offered by InterCall – host interactive, collaborative meetings by showing presentations, software and web sites.
- + **MeetingCenter™**, powered by WebEx™ – use the Internet to share a PowerPoint® presentation, demonstrate software or show web site navigation.
- + **InterCall Video Conferencing** – meet with your investors and board members face-to-face using multipoint video conferencing. If you don't have your own video conferencing equipment, InterCall works with over 9000 public rooms that are available to reserve for your meetings or we can help you purchase equipment through our partners like Polycom and Tandberg.

## **Crisis Communication**

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When you've got an emergency, there's no time to waste. InterCall's online tools let you quickly notify internal and external teams so everyone knows what's going on.

- + **CrisisConnect Online** – take control of all your critical communication broadcasts online. Send email, text and voice mail broadcasts when you need to send notifications to your leadership team, employees or shareholders on-the-fly from any phone or through the CrisisConnect Online web-based interface using text-to-speech recognition technologies. Broadcasts can be sent to multiple phone numbers stored for recipients. Real-time, online reports show who has received the message and who still needs to be contacted.