



INTERCALL[®]
AUTHORIZED AGENT

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 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, your 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 Event Services to work for you:

- **Execute your quarterly earnings calls** and put your firm's results in the hands of your investors. *Webcast* the audio and slides over the Internet to ensure RegFD compliance.
- Use *Leader-View* 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 salesforce without taking them out of the field. Show slides of the new ad campaign over the Internet using *Web Conferencing*. Use *Encore* 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 – View participant information and Q&A queue lists via the Internet. With this secure, real-time tool, you'll be able to see when key guests arrive and prioritize who gets to ask the next question.

Voice Talent – In addition to professionally servicing your event's execution, 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 hosting your firm's upper management.

Web Conferencing – Keep your guests involved in your event with one of our web conferencing products. Web conferencing allows you to show a slide presentation, take guests on a virtual web tour, share applications and documents with them – all via their Internet-connected PCs.

Webcasting – 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 – Increasing your event's reach, Encore digitally records your call for those who were unable to attend it live or would like to listen again. Accessible via a toll-free number for easy, 24/7 access.

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

Facts Complete – Your guests' names along with two other pieces of information you select are captured as they dial in for 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.

Call Notification – Increase your event's attendance by notifying your guests of the call via email, fax or a live phone invitation.



WHAT TO EXPECT ON A TYPICAL EVENT CALL

Pre-Event


- As guests go through **Call Registration**, our Meeting Facilitators gather information of your choosing 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**. 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 Complete** 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.

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- A **Transcript** of the event arrives within a 24-48 hours of the call's completion. 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 **Encore** recording of the event is established. Information is collected from those who access it and the **Encore Report** provides you with the same information collected from the "live" attendees.

YOUR ACCOUNT SPECIALIST

Acting as your event orchestrator, your Account Specialist ensures 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.

To learn more about Event Services, please contact your Sales Representative or Account Manager.