

## **MCI WorldCom Conferencing – Your Key To Conducting Productive and Effective Special Event Meetings**

With MCI WorldComConferencing®, it's easy to arrange, plan, and conduct your special event – virtually via audio, video or net conferencing. By taking advantage of our conferencing technology, you can concentrate on the content and objectives of your meeting, while we provide the technology and services that help make your special event a success.

*Budgets are getting tighter due to economic changes and corporate America is changing the way they are conducting business. Concerning special events, corporations need to work smarter and faster. Events need to be planned with less money and less time. Conferencing can provide a solution.*

### **Do you have one or more of these Business Challenges?**

- ☐ Participants are geographically dispersed
- ☐ Unable to bring the guest speaker in live for the event
- ☐ Multiple experts are required to participate
- ☐ Face-to-face communication is necessary, but the budget for travel is limited
- ☐ Multiple meetings are required
- ☐ Reactionary event is necessary with no time to plan

**Use this checklist to learn how conferencing can enhance your special event.**

BEFORE THE SPECIAL EVENT	DURING THE SPECIAL EVENT	AFTER THE SPECIAL EVENT
Planning and Announcing Your Event	Conducting Your Event	Getting the Most Out of Your Event
General Tips	General Tips	General Tips
<ul style="list-style-type: none"> <li>❑ The Meeting Manager assumes a consultative role in your call, offering suggestions on how to conduct the special event call to ensure that it is successful. The Meeting Manager is your single point of contact and can answer any questions you may have about conferencing features, an effective call flow, or best scripting. Professional planning will ensure a highly productive and successful meeting. No need for planning details such as menus, site selection or entertainment, tasks you may need to perform for an in-person special event. Our Meeting Manager helps you plan your conference call with all the necessary features to make your “virtual” special event a success.</li> <li>❑ Announce the event conveniently and effectively with Multi-Point Faxing. Just let MCI Worldcom conferencing know who should get the announcement and we will fax it out for you. This type of announcement works especially well, when it is a last minute event or when you want to send out a reminder.</li> <li>❑ Have attendees register for the event with RSVP. This can provide a way for attendees to register for the event via a convenient 800 number. You can collect any information required from your registrants.</li> <li>❑ Participant screening captures data like name,</li> </ul>	<ul style="list-style-type: none"> <li>❑ Allow the speaker to field questions in an orderly manner to eliminate disruptions.</li> <li>❑ The coordinator will queue up the questions based on a touch-tone command from a questioner. Each person will ask his or her question in turn based on the order in which they were received. Everyone will hear your speaker’s response.</li> <li>❑ Aid retention and enhance discussion by including the speaker’s presentation viewed on the Internet. It would be the same as if the guest speaker were presenting in person with overheads. And your participants can access the visual component via the Internet. They just need Internet access and a web browser.</li> <li>❑ Videoconferencing is the answer when face-to-face communication is necessary. By utilizing videoconferencing, you maintain body language, which is 60% of communication, and is so important for some messages to be communicated effectively.</li> <li>❑ When you need to reach the masses and want international participants or speakers to attend audioconferencing is a good choice.</li> <li>❑ If the meeting has many participants and few speakers, improve the quality of the event by placing all non-speaking participants in Listen Only mode until it’s their turn to speak.</li> </ul>	<ul style="list-style-type: none"> <li>❑ Get feedback on the event with a survey. This is a way of easily getting feedback to help evaluate the success of your event</li> <li>❑ Capture a recording of the special event for a reference library.</li> <li>❑ Provide a replay of the call so those unable to attend can stay up to speed.</li> <li>❑ When you request a Conference Recording, the call will be recorded and you will receive a cassette of the call.</li> <li>❑ You’ll have the recording for future use, which can be used to build a reference library for any new sales reps that join your company, for example.</li> <li>❑ It is quite common that some of your invitees will be unable to attend the special event as scheduled, but you want to ensure that everyone listens to the session content. Since the guest speaker has been hired for only one session, an Instant Replay of the special event can solve that problem. And all that your participants will have to do is dial the toll-free number that you’ll provide them. And you can specify for how long you want the replay available to them.</li> <li>❑ Seamless recordings of your video session can also</li> </ul>

<p>organization and address for your use and it can be used as a security feature to only allow designated attendees on your call.</p> <ul style="list-style-type: none"> <li>❑ Use "Interpretation/Translation Services" to ensure international participants understand your message.</li> <li>❑ Work with your Meeting Manager to schedule a pre-call rehearsal, if necessary, to brief all speakers on their respective roll Keep your meeting limited to two hours so that participants do not lose interest. Multiple meetings of one hour are ideal.</li> <li>❑ A good tip to remember when doing virtual meetings is that multiple speakers hold the interest of participants.</li> </ul>		<p>occur with a simple VCR connection to your unit.</p> <p>After your meeting, we recommend that you gather feedback on important issues such as:</p> <ul style="list-style-type: none"> <li>❑ Technical quality of the call</li> <li>❑ Effectiveness of the conference features</li> <li>❑ Performance of the conference coordinators</li> </ul> <p>Your meeting manager will incorporate your feedback as you make arrangements for your next special event.</p>
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**MCI WorldCom Conferencing can provide you with all the tools you need to have a successful virtual Special Event.**

Results/benefits include:

- Eliminated or reduced travel costs
- Increased attendance
- Flexible and convenient communication
- Expanded coverage of the event
- Recording sessions for review by new hires
- Streamlined meeting coordination compared to renting a facility for a special event
- Limited loss in productivity because the meeting is easy to attend

### **Change the Way You Conduct Special Event Meetings**

For more information, contact your MCI WorldCom Account Manager or call a conferencing specialist at 1-800-480-3600.

If you are an existing conferencing customer, call 1-800-475-5000 to reserve your next audioconference, net conference or videoconference.

