

Event Solutions

Universally simple packages with global reach

Be a savvy collaborator

Economic realities call for reducing cost and demonstrating return on investment. Business realities require global communication tools that facilitate the delivery of specific types of messages to specific audiences. You can bridge the realities with event solution packages from ACT Conferencing.

Packaged event solutions, which can be branded with your corporate identity, eliminate guesswork and simplify event planning and execution. They also enable multiple touch points, which are increasingly important to attract attention and manage relationships.

Typecast? Absolutely.

In certain kinds of events, you want to play the same role time after time. Predictability is essential for successful meetings, and especially so when you need to scale up quickly to accommodate hundreds or thousands of participants.

With ACT event solutions, you can step confidently into the spotlight for your next market communications, demand generation, internal communications or continuing education event.

Market Communications Solutions

Build awareness of your products, ideas or services, or broadcast key information to the marketplace, using one or more speakers. The Paid Access feature can drive immediate revenue for fee-based events. Common event types include Investor Relations earnings calls, product launches, public relations events, public town halls, government hearings.

- **Thought Leadership** – Interactivity aids sharing of ideas and industry insights.
- **Market Broadcast** – One-to-many events where message and reach are top objectives.
- **Multimedia IR** – Web presence, security and efficient access augment traditional IR calls.



Keep It Simple!

Each ACT event solution includes a best practice-based mix of audio, web and multimedia components that help you:

Increase reach

- Provide convenient, easy participation options

Increase learning

- Communicate with mobile, dispersed workforces
- Generate leads and revenue
- Capture, track and report attendee data

Demand Generation Solutions

Broaden your sales outreach and create demand for products or services. Common event types include lead generation, product launches, promotions, sales presentations and product demonstrations. Access detailed reports to manage, analyze and track leads. Use Multi-Event Registration to offer and track multiple sessions or events.

- **Product Demonstration** – Large-scale presentations or demonstrations with access to archived events to extend ROI.
- **Lead Generation** – Marketing events for which lead capture measures success.

Internal Communications Solutions

Get your message out to employees in multiple time zones. Common event types include employee town halls, CEO addresses, HR training/policy announcements, sales kickoffs, and corporate communications.

- **Employee Town Hall** – One-to-many communications for dispersed, internal audiences.
- **Internal Training** – Initiatives that require message consistency and repeat, on-demand use.

Continuing Education Solutions

Simplify training and professional development, with or without testing. Common event types include continuing professional development (CPD), continuing medical education (CME), medical marketing, continuing legal education (CLE) and channel partner training.

- **Virtual Training** – Online education for which testing is unnecessary.
- **Testing and Certification** – Customized live or on-demand virtual education events.

Learn more

Contact an ACT representative at 800-228-2554 or visit www.actconferencing.com.

About ACT Conferencing

ACT Conferencing is a global provider of audio, web and video collaboration solutions. ACT creates a unified communications experience that is globally consistent and culturally localized. Our solutions integrate seamlessly into diverse operating environments. Our service assurance controls maintain the superior levels of quality and responsiveness required by national and multinational clients who value solutions that are easy to use, less costly to deploy and accelerate decision making.

Headquarters in Denver, Colo., USA
Proximity video suite rental sales office in Boston, Mass., USA
Operations in Australia, Canada, France, Germany, Hong Kong,
Malaysia, The Netherlands, Singapore, United Kingdom