

## DIRECT EVENT

Conference calls are important communications tools for your business. On demand conference calls provide an easy way to get teams together, disseminate information and keep the lines of contact open. But as the size of your calls increases, keeping everything running smoothly becomes more of a challenge. With participants to invite, attendee information to manage and scores of people to connect to the call, wouldn't it be great to retain the convenience of automated conferencing but get the benefits of a full service event call? Direct Event is just the answer.

Direct Event conferencing combines professionalism and personalization with automation. Passcode-expedited entry into your call integrates seamlessly with the professional service of Operator assistance throughout your call. Plus you can select from our full range of Surround-the-Call features to perfectly tailor each conference to your needs.

### ▶ HERE ARE A FEW WAYS THAT DIRECT EVENT CAN WORK FOR YOU:

- Host a company-wide quarterly review call and get everyone into the call and up to speed with no delays
- Use Direct Event Registration before your call and automatically collect information about your attendees as they enter the conference
- Streamline entry into your conference with permanent Leader and Participant Dial-In Numbers ensuring that all speakers and attendees get joined to the call quickly and efficiently.

### ▶ DIRECT EVENT FEATURES:

**Passcode Expedited Call Entry** Participants enter a passcode and are placed into the call automatically without the assistance of an Operator streamlining the process and reducing hold times on your call's front end.

**Separate Dial-In Numbers** Call leaders and participants dial into separate numbers ensuring that everyone gets where they need to be in the most efficient manner possible.

**Optional Call Registration** Direct Event Registration provides you the opportunity to collect information about your audience prior to the call. PIN code identifiers given to each participant upon registration enable you to determine exactly who was on your call without having to collect information as participants dial in.

**Call Customization** Our full complement of Surround-the-Call Features – from Facts Complete participant lists to Encore digital call recording – is available so you can select the combination that best suits each call's purpose.