

# A Quick Guide to Conferencing

With less travel and faster decision making conferencing can offer businesses a way to respond to day-to-day challenges quickly and effectively, ultimately helping to increase productivity and gain competitive advantage. Arranging meetings and events can sometimes be frustrating. You often can't get the right people together at the right time. Or it's not possible, practical or cost-effective to travel to meetings with colleagues, customers or stakeholders. This is where conferencing can help your business.

## What is conferencing?

Put simply, it's the ability to meet with colleagues, customers and suppliers whenever you want. Conferencing can be anything from a simple three-way phone call to a large event with 2,500 people watching the conference streamed live to them using their PC.

## How conferencing can benefit your business

BT Conferencing services can make it easier to share information and work together, often meaning informed decisions can be made regardless of the location of key stakeholders. You can reach and work with customers, suppliers and other stakeholders wherever they are, widening your customer base and tapping into new markets.

## Conferencing offers:

### More efficient and effective meetings

Conferencing is suitable for all types of meetings.

Just as in a face-to-face meeting, conferencing brings the key players together in real-time. Using our phone and web conferencing services you can meet with two people or 2,500, so it's flexible enough for you to use for team meetings or an investor relations event. Participants can present slides, share information, documents and ideas, enhancing discussion and making it quicker and easier to work together. Video conferencing adds the power of eye contact and body language to build the trust that strengthens working relationships.

### Increased productivity

Less travel and faster decision-making can help increase productivity. Participants from almost anywhere in the world can meet, anytime that suits. Web conferencing services allow documentation to be shared and revised by conference participants in real-time, so you can discuss and amend Word documents and PowerPoint presentations with input from all participants while you're in the meeting.

## Ease of use

All our conferencing services have been designed to be user friendly and participants require no special technical knowledge. At its simplest, all you need is a phone, landline or mobile, and for web conferencing, just a phone and a PC with internet connection.

## BT Conferencing services

We offer a full range of audio, web and video conferencing services. Whatever your conferencing needs we're confident we can help you meet and exceed them.

- Audio conferencing – instant or booked
- Web conferencing
- Video conferencing

## Audio conferencing – instant or booked

Audio conferencing (sometimes called phone conferencing or teleconferencing) provides a highly effective way of communicating with any number of people, from almost anywhere.

## Instant audio conferencing with BT MeetMe Global Access

BT MeetMe Global Access is an instant audio conferencing service that requires only access to a phone to enable highly productive meetings with up to 40 participants. No prior booking is required and conferences can be established in the time participants take to call in. The service is easy to use, and is available at any time every day of the year, which is especially useful for those quick catch ups, or impromptu meetings when you need to get people together at short notice. Participants join with a local dial-in number, saving the cost of an international call which gives you the ability to reach stakeholders globally.

## Booked audio conferences

Pre-booking your BT audio conference guarantees line availability, enhances security with unique pass codes for each meeting, as well as giving access to additional features such as managed Q&A sessions, roll-call and recording for later reference. Booked audio calls are often used for larger, more formal meetings where some pre-planning is required.

The Event Management Team handles larger conferences that require more preparation, professional hosting and post-meeting follow up. With all of these options available, BT has an audio conferencing solution that's right for your business.

## Web conferencing

With a choice of two leading web conferencing services – Microsoft Live Meeting™ and WebEx™ – BT Web Conferencing can be easily combined with audio conferencing to add a visual element to your meeting.

For two to 2,500 people, all you need is a PC with internet connection. You can view and share presentations and documents easily, plus run online discussions and even poll opinion amongst your colleagues.

## Video conferencing

Video enhances the conferencing experience dramatically and can change the way you conduct business, transforming how you interact with colleagues, customers and suppliers. It enables you to meet face-to-face, however far apart you are physically. And because it adds the power of eye contact and body language to discussion it helps build trust to strengthen working relationships.

With **BT Video Conferencing** we will launch and run video conferences for you for two-site or multiple site video conferences. If you need the flexibility to be able to manage your own video conferences, and set them up instantaneously, **BT Self Serve Video** allows you to launch and run conferences for up to twelve video and six audio locations using a simple web-based application. For larger audiences, **BT Streamed Video** can deliver your large conference in real-time or on replay to anyone with a PC and internet connection. Video streaming, or 'webcasting', enables you to extend the conference to a wider audience, so you can reach those people unable to get to a conference

venue. If you'd rather run video conferencing over your own virtual private network but need someone to manage the whole service for you, then **BT Managed Video Services** offers this option. As a managed service it can be tailored to meet your business needs and comes with integrated management tools to control performance and expenditure.

## Video Conferencing equipment

We can also provide a comprehensive choice of video conferencing equipment through our partnerships with the leading global manufacturers including Polycom, Tandberg, Radvision and Cisco. Our portfolio will cater for all your needs whether they are ISDN or IP, desk or room-based solutions, through to immersive or telepresence room solutions.

## Why BT Conferencing

Why BT Conferencing? BT is one of the leading providers of conferencing services. Financial stability, coupled with over 20 years' experience, means whatever your conferencing needs we're confident we can meet and exceed them.

We can provide a 'one stop shop' with our comprehensive product portfolio including audio, video and web conferencing services. We're constantly enhancing it by working with strategic partners like Microsoft and Cisco. We offer extensive global coverage, fully supported around the clock by our European-based customer call centre.

As you'd expect, BT owns and manages its conferencing network and 'bridges'. Our services are supported by full Business Continuity arrangements. BT places great importance on the quality of service delivered to customers. For example, our Customer Charter outlines the service you can expect from us. Our unique 'Online Tools' enhancement, a simple to use web based tool, allows you to take your personal meeting room on-line to hold even more effective and interactive meetings. It adds an exciting, easy-to-use visual dimension to your conferences, providing a virtual meeting room that you are able to view, control and customise.

We've a wealth of experience and our specialists are available to help your organisation learn how to use conferencing to improve day-to-day business efficiency. You get regular service reviews and the support of a dedicated Account Team. This is coupled with comprehensive training and tools to help you use our conferencing services and get the most out of them.

## Conclusion

BT Conferencing is keen to help you harness the power of conferencing to help drive business efficiency and success.

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## Offices worldwide

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