



Bringing it all together

BT Premium

Event call management for group communications

BT Premium is an operator-assisted conference call service, designed to get your message out to a broad or specific audience at a predetermined date and time. With BT Premium, you benefit from the services of an expert Event Management team to help you before, during and after the conference to ensure everything runs smoothly. A BT Premium conference will also provide you with greater control and effectiveness through wide-ranging features, from Q&A sessions, conference recordings and call transcriptions to free SMS Text Reminders to alert your participants of upcoming BT Premium calls that they have pre-registered for.

Benefits for your business

Speed and quality of communication is vital to your organisation in today's competitive environment. Whether it is an announcement of financial results to shareholders and investors, launching a product or keeping staff informed, how you communicate makes a difference. BT Premium can help you to:

- Communicate quickly and easily to a large group, at the same time, ensuring that everyone receives the same consistent message.
- Develop stronger relationships with colleagues, customers and suppliers by keeping them abreast of company announcements.
- Avoid unnecessary travel and venue costs by communicating directly with your audience, no matter where in the world they are.
- Increase productivity and enable faster decision making by reaching a wide audience and gaining instant feedback.
- Ensure professionally delivered communications with the planning, support and guidance of the BT Conferencing Event Management team.
- Host your meetings confidently and reduce your administrative burden by allowing an Event Manager to look after all the technical and administrative aspects of your meetings so you can focus on delivering your message.

Popular uses for BT Premium

- Investor and analyst relations
- Product launches
- Training courses
- Sales kick off meetings
- Internal announcements
- Global financial reviews

Key features

- **Dedicated Event Manager**, who is experienced in helping you manage your conference from the planning stages through to delivery, at no additional charge.
- **Vantage Point**, an easy-to-use web interface providing you with a private, real-time view of your BT Premium call as it happens. It enables you to view the participants on your BT Premium call, prioritise the Q&A queue, and chat directly with your Event Manager.
- **Pre-registration**, allows you to track conference registration and attendance. You have the option to collect additional information about individuals* who register for your conference, helping you to plan your message and the number of lines required.
- **SMS Text Reminder****, allows your participants to include their mobile details when they pre-register online and receive a free SMS Text Reminder for the upcoming BT Premium call that they have pre-registered for.
- **Guaranteed availability of lines**, by pre-booking the conference call you can guarantee the correct number of lines are available for participants to dial in.
- **Unique passcodes**, for each conference to ensure secure access for the Chairperson and Participants.
- **Easy to use**, all you need is a phone, landline or mobile.
- **Private communication line**, between you and your dedicated Event Manager providing assistance and support throughout the meeting.
- **Web presentation capabilities**, add a visual element, by integrating the call with web collaboration tools allowing you to share documents and presentations.

* Subject to the Data Protection Act.

Features include:

	Feature	Benefit
Before	Global Access	Simplify access to your meetings by providing local, in-country telephone numbers for participants from over 55 countries.
	Meeting Entry	Tailor your participants' entry into your meeting to your needs using either attended meet and greet, pre-registration or instant access.
	Pre-registration	Track conference registration and attendance, with the option to collect additional information about individuals* who register for your conference, helping you to plan your message and the number of lines required.
	SMS Text Reminder**	Drive a higher rate of attendance on your calls by reminding your participants of their upcoming call.
	Restricted List	Enhance the privacy of your meeting by having BT Conferencing admit only those participants identified on a list you provide.
During	Communication Line	Communicate with your Event Manager over a separate and discrete line during your meeting to co-ordinate the flow of your meeting.
	Digital Recording	Have your meeting recorded digitally and made available for future reference.
	Interpretation	Provide live interpretation of your meeting into other languages.
	Lecture Mode	Mute all lines, apart from the speaker's, to reduce background noise.
	Mute	Participants can mute their own phone line to eliminate background noise.
	Playback	Present pre-recorded segments during your meeting.
	Question & Answer	Manage question and answer sessions using your Event Manager to moderate the order and pace of questions.
	Roll call	Have the names of all the participants announced within the meeting.
	Sub-conferences	Conduct a private, secure meeting apart from your main meeting where small groups can have detailed discussions. This feature is ideal for speakers to convene prior to a meeting or for break-out sessions.
	Vantage Point	View all aspects of your BT Premium call with a real-time, web-based application. With Vantage Point you can view a list of the participants in your meeting, prioritise the question & answer queue and chat directly with your Event Manager.
	Voting / Polling	Solicit feedback during your meeting by having participants use their telephone key pad to give instant feedback based on multiple-choice questions.
	Web Collaboration	Add a visual element to your meetings by using BT Web Conferencing to complement your BT Premium call – share documents and presentations.
	After	Participant List
Replay		Have your recorded conferences made available for replay over the telephone.
Transcription		Obtain a text version of your meeting.
Translation		Have your transcripts translated into any common business language of the world.

Certain features carry an additional charge. Not all features are available with all meeting entry options. Please contact BT Conferencing for more details.

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**Feature currently available for UK mobile phones only. Mobile network and carrier restrictions may prevent some customers from receiving SMS Text Reminders for upcoming BT Premium calls that they have pre-registered for online.

For more information please contact:

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Offices worldwide

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Additional booked services available

If you would like to hold pre-booked calls for smaller meetings with no need for an Event Manager you may wish to select:

BT Express

The quickest and simplest form of booked phone conferencing, BT Express facilitates meetings with up to 20 participants globally, allowing them to dial into a conference using a unique passcode.

BT Plus

Easy and reliable, BT Plus gives you greater control and functionality for calls with less than 20 participants during your conferences. Feel in control of your next conference by incorporating the use of various features to include question and answer sessions and the ability to include visual media.