



Bringing it all together

Pre-registration

Organise and manage your BT Premium calls more easily

Pre-registration automates and organises the BT Premium call experience for both the conference organiser and participants. The automated registration process provides the organiser with valuable participant information prior to the call, ensuring that the organiser's message is reaching the intended target audience. Pre-registration is available at no additional cost and allows participants direct and timely access on the day of the BT Premium call, eliminating the need for operator assistance.

Benefits of Pre-registration

- **Organisers receive the participants' Pre-registration information before the BT Premium call, giving the organiser and speakers a preview of the audience**
 - » Pre-registration helps conference organisers ensure that required participants are in attendance and the target audience is being reached. This gives the organisers a chance to send a conference reminder to those who have not yet pre-registered.
- **Organisers can capture additional participant information**
 - » Conference organisers can request up to 20 additional pieces of information from participants in addition to the required first and last name. Popular requests include company name, employee ID, cost center, email address, telephone number and location. This valuable information expedites follow-up conversations with participants.
- **Organisers can predict demand for lines before the conference takes place**
 - » Organisers can confirm the conference reservation is properly sized by the number of registered participants. This feature eliminates the need to pay for unutilised telephone lines.
- **Participants enjoy a simple registration process**
 - » Participants register for conferences via a dedicated website and automatically receive a confirmation that includes all the information needed to join a conference call.
 - » For participants using Microsoft® Outlook, appointments can be automatically added to participants' calendars using an iCal.
- **An iCal is an internet message file, which is pre-populated with all the information required to join a BT Premium call, which can be saved directly into the participants' Outlook calendar. This removes the need for participants to spend time looking for confirmation emails for details to join a call.**
- **Participants can choose to receive a free SMS Text Reminder** of the upcoming BT Premium call.**
 - » A conference participant can ask for a free SMS Text Reminder to be sent to their mobile phone when pre-registering for their call online by simply entering their mobile details via the pre-registration screen. This can help drive a higher rate of attendance on your call.
- **Start BT Premium call on time**
 - » Pre-registration automates the entry of participants into conferences. Participants simply enter their passcode and unique PIN number - there is no need to wait in a queue to speak to an operator to gain access to the call. With automated entry, participants are rapidly placed into the conference, allowing the conference to start on time and save you money.



- **How it works**

- » Pre-registration is available at no additional cost to your BT Premium call.
- » When booking your next BT Premium call ask your conference operator to include Pre-registration as part of the call set up.
- » Our co-ordinator will handle the entire process and gather any additional participant information required.* The participant invite sent to the organiser to distribute will instruct guests to click on the Pre-registration web link included in the invite to pre-register for the BT Premium call.
- » Organisers will be able to view who has registered for the conference by accessing a dedicated website and review any additional information that was requested.

- **Immediate post-conference attendance report**

- » After the conference has taken place the organiser can immediately identify who has and hasn't attended the conference. The report can be printed or exported as a CSV file, thereby making reporting manageable for large conferences.
- » Organisers can utilise these reports to create follow-up communications, tailored to the needs of participant attendees or non-attendees.

Features of Pre-registration	Conference Organiser/Chairperson	Participant
Automate participant entry into BT Premium call		●
iCal appointment placed in Outlook		●
Pre-registration dedicated web site	●	●
SMS Text Reminder**		●
Pre-identify participants' details	●	
Predict demand for telephone lines before the conference begins	●	
Manage costs by not over-booking BT Premium call conference resources	●	
Templated email invitation with pre-populated information	●	●

For more information please contact:

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*Subject to the Data Protection Act 1998.

**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.

Offices worldwide

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