

# Event Call

## Reaching out to multiple people

Do you want to reach many people simultaneously? Then KPN's Event Call is the solution for you. Taking little effort, you can reach hundreds of participants in one conference call, complemented with videoconferencing or Internet communication, if so desired. Event Call allows for interaction to take place, whereas SMS and e-mail, for instance, do not. At the same time it is a way to distinguish yourself from other news channels. Event calls further commitment and are effective tools for both information and relation management.



### Audioconferencing

The phone is probably the most frequently used medium for quickly sharing information with someone. Less widely known, however, is that it can also be used to inform large audiences simultaneously.

Audioconferencing offers you the opportunity to reach up to hundreds of people at the same time, if necessary. In their turn, they can give you feedback directly. Audioconferencing forms the basis of Event Call and can be applied in many ways.

### Press conferences

Event Call is often used supplemental to press releases and conferences. One particular type of press conference is the investor relations call, in which quoted enterprises explain their policies. Many of these conferences are transmitted via the Internet, using WebCast. KPN supports the whole process under the name Investor Relations Service.

### Informing personnel

Your own organization needs to be quickly informed when there are product introductions, but also, for instance, in case of reorganizations. Event Call enables you to reach them at home, on the road or at work. This way you can gain support and directly respond to criticism.

# ‘Information can be presented to a large number of people in one go’

## Event Call as a marketing tool

Event calls save time and enhance commitment. You can inform important relations about new developments, without visiting them. Event calls are also useful tools in your sales process. Sales information can be presented to a large number of potential clients in one go. As a result, your one on one sales can get settled quicker.

## Event Call in practice

All participants to an event call are connected by operator. Your participants can dial in or KPN calls them. For dial-in conferences there is a toll free access number, so that there are no charges to the participants. For international participants, local access numbers are available in many countries.

## Listen only mode and Question & Answer session

For event calls a distinction is made between speakers and listeners. The latter are put in listen only mode by default. By punching in a code listeners can indicate they have a question. Subsequently, the operator will invite them to ask their questions one by one.

## Combined services

Event Call is a custom made service. Therefore, it is possible to combine several services to meet your demands. For instance, participants or locations can be connected using videoconferencing. Or you can complement your presentation format using web-conferencing: a presentation and polling facility via the Internet. This way your conference becomes more interactive. You can also transmit audio- or video registrations of your presentation via the Internet, using WebCast. This means an almost unlimited range.

## Wider range, more effect

For conferences with larger groups it is virtually inconceivable that all invitees actually attend. You can use KPN's outbound calling expertise to stimulate attendance. You could also look at possibilities to broaden the entry. The replay service ensures that your presentation is available afterwards. The participants list can be used to see who disconnected early. Participants can be called back to get their opinion or to make a follow-up appointment.

## How to book

To book or for professional advice on using Event Call you can call 0800-0156 (+31 70 343 44 34) or e-mail [conferencing@kpn.com](mailto:conferencing@kpn.com).

## More with conferencing

A number of conferencing services have already been mentioned above. Event Call is part of KPN's Event Services portfolio, among which services like Web Event and WebCast.

In addition, KPN offers services for meetings, presentations and collaboration in small groups. You can get a complete survey of our conferencing services at [www.kpnconferencing.com](http://www.kpnconferencing.com).

## Assets of Event Call

- ♦ Custom made service
- ♦ A potentially very wide range
- ♦ Professional image
- ♦ KPN know-how and expertise in organizing event calls

## Important facilities of Event Call

- ♦ Participants dial-in or are called by KPN
- ♦ Access numbers in many countries
- ♦ Listen only mode
- ♦ Question & Answer session
- ♦ Sub-conference for assisting personnel