



Bringing it all together

# Pre-registration

## Organize and manage your BT Event Calls easier

Pre-registration automates and organizes the BT Event Call experience for both the conference organizer and participants. The automated registration process provides the organizer with valuable participant information prior to the call, ensuring that the organizer's message is reaching the intended target audience. Pre-registration allows participants direct and timely access on the day of the BT Event Call, eliminating the need for operator assistance.

### Benefits of Pre-registration

- **Organizers are automatically equipped with the necessary tools required to set up an effective call.** After completing the simple booking process, conference organizers are provided with:
  - » Speaker and participant email invitations pre-populated with registration details. Organizers have the option to include a personal greeting or message.
  - » Dedicated web site where participants are guided through the simple registration process.
- **Organizers receive the participants' Pre-registration information before the BT Event Call, giving the organizer chairperson a preview of the audience.**
  - » Pre-registration helps conference organizers ensure that required participants are in attendance and the target audience is being reached. This gives the organizers a chance to send a conference reminder to those who have not yet pre-registered.
  - » Conference organizers can request up to 10 additional pieces of information from participants in addition to the required first and last name. Popular requests include company, employee ID, cost center, email address, telephone number and location. This valuable information expedites follow-up conversations with participants.
  - » Conference organizers can share valuable participant information with the conference speaker before the call, ensuring their target audience is being reached.
- **Organizers can predict demand for lines before the conference takes place.**
  - » Organizers can confirm the conference reservation is properly sized by the number of registered participants. This feature eliminates locked out participants or paying for unutilized telephone lines.
- **Participants enjoy a simple registration process.**
  - » Participants register for conferences via a dedicated web site and automatically receive a confirmation that includes dial-in and passcodes.
  - » For participants using Microsoft® Outlook, appointments can be automatically added to participants' calendars using an iCal. iCal, an internet message request, is pre-populated with complete dial-in instructions, eliminating participant transcription errors.



- **Start BT Event Call on time.**

- » Pre-registration automates the entry of participants into conferences. Participants simply enter their passcode and unique PIN number - no need to wait in a queue to speak with 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.

- **Get immediate post-conference attendance report.**

- » The organizer can immediately identify who has and hasn't attended the conference. The report can be printed or exported as a text file, thereby making reporting manageable for large conferences. Utilize these reports for follow-up communications targeted to attendees and non-attendees.

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

**For more information please contact:**

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