

A large image at the top of the page is split into two parts. The left part is a purple-tinted photograph of a man in a striped shirt looking at a laptop. The right part is a black and white photograph of two women smiling and looking at a laptop. The text 'Video conferencing adoption packages' is overlaid in white on the purple-tinted part.

# Video conferencing adoption packages

## Create video conferencing awareness and increase business collaboration

To get the most from your video conferencing solution you need these business tools to be fully adopted and utilised. The journey to successful end-user acceptance does not stop when the systems are installed — it begins.

BT Conferencing is a recognised industry leader for implementing adoption communication campaigns, which rapidly educate end-users and encourage usage. A video adoption package from BT Conferencing can help your organisation get the most out of your solution.

## What we do

First, we help you build awareness — letting people know about the services and technologies available to them is integral to the success of your investment.

Next, we help you teach even the most non-technical individuals. It can be tough to change habits and introduce new systems that people use to get their job done. With the right communications, information and support, it can happen quickly and seamlessly.

Then, we engage and educate users with tips and best practices for collaborating in a productive and cost-effective way.

## How we do it

Sign up to one of a range of packages available to suit your organisation.

Our **Self Serve package** includes access to a selection of print ready collateral, plus a range of online self-paced and instructor-led training.

Our range of collateral available on our support site includes:

- posters to build awareness and provide hints and tips to encourage best practice
- meeting room door hangers to flag the room is in use and a conference underway
- an Engage Meeting Manager quick reference guide
- product user guides.

Our **Branded package** gives you our base range of support materials with your logo and organisation's name added to collateral. This includes print-ready posters and user guides, an email campaign to increase awareness, and a BT Conferencing minisite.

The **Branded Plus package** includes the full range of collateral, personalised with your own branding for bigger impact, including your own colour scheme, font and logo.

The **Customised package** includes fully personalised collateral, communications and minisite, created with your own branding. Personalisation is limited to six days' development work.

## Additional options

Sign up for any of the four packages listed and choose additional items to add impact

All items can be added to a package for an additional charge. Please speak to your account manager for prices.

<b>New collateral</b>	Create new or edit existing material.		
<b>Minisite</b>	1. Standard minisite content with logo. (Can be added to existing BT Conferencing minisite).	2. Standard minisite content with logo plus edits to standard content. Limited to five sets of text changes.	3. Fully branded and customised content.
<b>End-user training</b>	1. Training programmes delivered via video.	2. Training programmes delivered in person.	
<b>Bespoke end-user training</b>	1. Bespoke end-user training delivered via video e.g. open days and demonstrations.	2. Bespoke end-user training delivered in person e.g. open days and demonstrations.	
<b>End user adoption communications</b>	One email per month for six months after the launch, to listed users. These will provide best practice and training to encourage usage and adoption.		
<b>Penetration communications to non-users</b>	One email per month for six months after the launch, to those not using video conferencing. These will share reasons to use video conferencing, offer training and resolve any barriers to use.		



## Get in touch

Contact us today for more information.

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### Offices worldwide

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