



## Conferencing solutions

You take care of the message.  
We'll take care of the medium.™

### Enhance the way your organization communicates and collaborates

Bell **Conferencing** solutions offer a convenient and cost-efficient way to distribute, share and work with information. **Conferencing** solutions can help you enhance internal processes, speed up decision making, improve productivity and manage customer relationships. Plus, they can help you save time, and reduce travel and related expenses.

From traditional teleconferencing to the expanded reach of **Webcasting**, Bell **Conferencing** solutions are the ideal way to:

- ▶ Communicate and share information in real time
- ▶ Present marketing and sales strategies
- ▶ Review and plan budgets
- ▶ Introduce new products and services
- ▶ Hold press conferences
- ▶ Handle investor relations calls
- ▶ Conduct regular status meetings
- ▶ Increase the frequency of team communications
- ▶ Host special events

### Digital network, 24/7 solutions

Bell is Canada's leading conferencing provider. With Bell as your conferencing partner, you have access to:

- ▶ A full suite of conferencing solutions
- ▶ The largest conferencing bridge network in Canada
- ▶ Dial in with local access in six major Canadian centres, plus North American and international toll-free access
- ▶ Technologically advanced features and functionality
- ▶ Digital, intelligent and fixed-routed bridge networks



Making it simple.™

## Teleconferencing services

Simplify the way you do business ... and enhance your productivity

When you need a quick, convenient and affordable way to communicate, teleconferencing makes good business sense. Choose the option that meets your needs based on the features and level of operator assistance you want. It's as easy as picking up the phone and there's no special equipment required.

### Reservationless

*For total flexibility*

- ▶ Ideal for regular, frequent or last-minute meetings
- ▶ One-time subscription required
- ▶ No need to book calls in advance
- ▶ Conduct calls 24/7, 365 days a year
- ▶ Participants dial in or the moderator dials out to bring everyone onto the call
- ▶ **Star-Touch** features can be activated using a **Touch-Tone™** phone
- ▶ No operator assistance required but help is always available
- ▶ Use **Web Conferencing** to add visuals or to control call features through a Web interface

### Automated

*Ideal for occasional meetings*

- ▶ Book and conduct your call at anytime, 24/7
- ▶ Participants dial in or the moderator dials out to bring everyone onto the call
- ▶ **Star-Touch** features can be activated using a **Touch-Tone** phone
- ▶ The moderator controls the call
- ▶ No operator assistance required but help is always available

### Standard

*Delivers a professional setup and start*

- ▶ Book and conduct your call at anytime, 24/7
- ▶ Operator can dial out to participants, greet participants dialing in, and make introductions
- ▶ A comprehensive suite of features are available
- ▶ Standby operator support available

### Premiere

*Provides complete operator support for large calls or events*

- ▶ Book and conduct your call at anytime, 24/7
- ▶ Operator can dial out to participants, greet participants dialing in, and make introductions
- ▶ The most comprehensive suite of operator-managed features
- ▶ Dedicated operator support is available throughout the duration of your call

## Key Teleconferencing features

Features	Reservationless	Automated	Standard	Premiere
<b>Announce Late Callers</b>			✓	✓
<b>Bilingual Service</b>	✓	✓	✓	✓
<b>Communication Line</b>				✓
<b>Conference Recording</b>	✓	✓	✓	✓
<b>Confirmation</b>		✓	✓	✓
<b>Entry &amp; Exit Tones</b>	✓	✓	✓	
<b>Instant Replay</b>		✓	✓	✓
<b>Lecture Mode</b>	✓	✓	✓	✓
<b>Line Mute</b>	✓	✓	✓	✓
<b>Music On Hold</b>	✓	✓	✓	✓
<b>Participant List</b>			✓	✓
<b>Participant Screening</b>	✓	✓	✓	✓
<b>Pre-notification</b>		✓	✓	✓
<b>Q&amp;A</b>				✓
<b>Roll Call</b>	✓	✓	✓	✓
<b>Security Lock</b>	✓	✓		
<b>Sub-conferencing</b>			✓	✓
<b>Tape Playback</b>			✓	✓
<b>Transcription</b>			✓	✓
<b>Translation</b>			✓	✓
<b>Vote Polling</b>				✓
<b>Web Conferencing</b>	✓			

## Webcasting

### A cost-effective way to maximize your reach ... and your impact

Use the Internet to broadcast an audio and/or video message to your audience. Viewers can see and hear your presentation or event, and they can even participate using a variety of interactive features. **Webcasting** lets your audience put a face to the voice and images to the words. It's the ideal way to engage viewers, instill confidence, strengthen existing relationships and build new ones.

- ▶ Help enhance your corporate image
- ▶ Optimize the longevity of your message
- ▶ Customize your presentation with your own branding and colours
- ▶ Present in either English or French
- ▶ Broadcast in audio, video or both
- ▶ Archive your conference so that an unlimited number of users can view it

With **Webcasting** from Bell, you can embed the presenter's photograph, your company logo, or an image or graphic. You can feature your Webcast title, event details and scheduled speakers' list on your presentation page. And deploy a host of unique features and capabilities.

- ▶ Manage your session through a secure client administration site with real-time reporting
- ▶ Add presentations and integrate slides
- ▶ Use audience Q & A whereby questions can be submitted to the presenter online
- ▶ Monitor audience participation and collect demographic information
- ▶ Poll your audience and get real-time results

For a complete list of features, visit [www.bell.ca/webcasting](http://www.bell.ca/webcasting)

## Put Bell Conferencing solutions to work for you

**Reservationless Teleconferencing** service is subscription based. Simply order your personalized Bell **Conferencing** solutions card and you can access this service anytime, 24/7. There's no need to book your call in advance and you can start your meeting without delay.

**Automated, Standard and Premiere Teleconferencing** services, as well as **Webcasting**, must be booked in advance.

- To subscribe and order your personalized Bell **Conferencing** solutions card
- To book an operator-assisted **Teleconference** call or a **Webcasting** conference

Just call 1 800 667-3678

For more information about our comprehensive range of conferencing solutions, visit our Web site at [www.bell.ca/conferencing](http://www.bell.ca/conferencing)

### CONFERENCE BOOKING TIPS

#### When you book a conference call, let us know:

- ▶ Call type and duration
- ▶ Date and time
- ▶ Number of lines required, including the moderator line
- ▶ Features required
- ▶ How you want your participants to join the call, if choosing **Standard** or **Premiere** call types

### SLIDE PRESENTATION TIPS

#### Fonts

- ▶ Use simple, clean fonts
- ▶ Use large dark type on light backgrounds
- ▶ Use upper and lower-case letters

#### Bullets

- ▶ No more than six per slide
- ▶ Keep sub-bullets to a minimum
- ▶ Limit number of words per bullet
- ▶ Use key trigger words

#### Graphics

- ▶ Use colour to highlight
- ▶ Use simple diagrams and charts with large fonts
- ▶ Keep it simple and animation to a minimum

## Conferencing best practices

### Get the most out of your conference call

Good conference etiquette makes for a good conference! Here are some simple steps that we recommend so that you and your conference participants will enjoy a more productive session.

#### Before

1. Define your objectives
2. Determine desired outcomes
3. Prepare your participant list
4. Book your call
5. Prepare agenda
6. Issue agenda, conference call details and presentation materials in advance

#### During

1. Start on time
2. Introduce participants
3. Review agenda
4. As required, review etiquette regarding:
  - Attendance
  - Punctuality
  - Introductions
  - Sticking to the schedule
  - Clarifying roles of participants, moderator, timekeeper, and note-taker
5. Follow the agenda closely
6. Summarize decisions, issues raised and follow-up steps
7. Determine what needs to be done, by whom and when
8. Confirm next meeting time and date

#### After

1. Prepare minutes
2. Identify decisions reached and issues addressed
3. Record next steps, action items, responsible parties, and due dates
4. Issue the minutes as soon as possible
5. Book follow-up conference call
6. Develop and issue agenda for next meeting

Call us at **1 800 667-3678**  
or visit our Web site at  
[www.bell.ca/conferencing](http://www.bell.ca/conferencing)

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