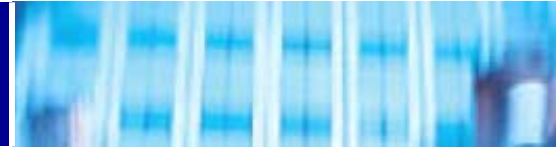


One Planet. One Network. A Million Possibilities.

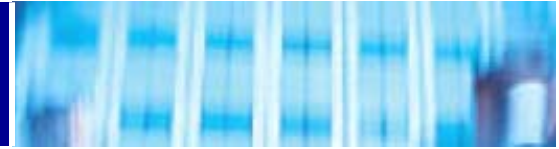
Event Call, Event Express, Automated Event

Event



- **Large number of participants – into thousands**
- **High-touch audio conferencing service**
- **Participants answered by an operator as they enter the conference**
- **Fully operator-assisted for the duration of the conference**
- **Variety of enhanced services available**
- **High-Risk Calls**

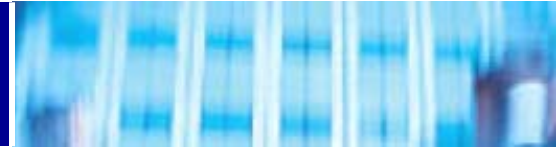
Event



→ Three flavors of Event conferences

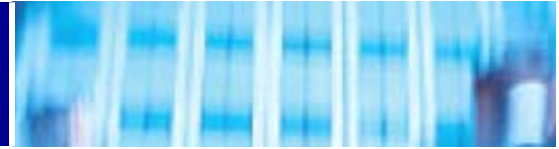
- ↘ Event – Fully featured, 100% operator assisted, high-touch, all enhanced services available
- ↘ Event Express – 60% automated, limited features and enhanced services
- ↘ Automated Event – Base model, passcode automated

Event



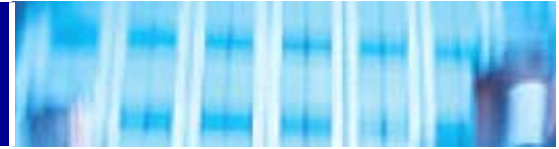
- **100% Operator Monitoring**
- **Managed Q&A**
- **Meet & Greet service**
- **Roll Call**
- **Clearance process**
- **Security Passcode (verbal)**
- **Toll, toll-free and dial-out access**
- **Listen-Only Option**

Event Express



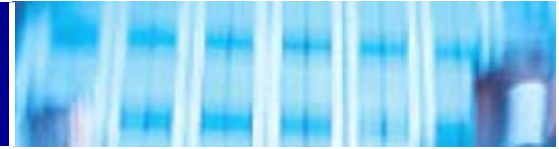
- **100% Operator Monitoring**
- **Managed Q&A for all**
- **Meet & Greet Service for no more than 40%**
- **Clearance process**
- **Security Passcode (verbal)**
- **Toll, toll-free and dial-out Access**
- **Listen-Only Option**
- **60% + enter conference in an automated fashion – the remainder are answered by an operator**

Automated Express



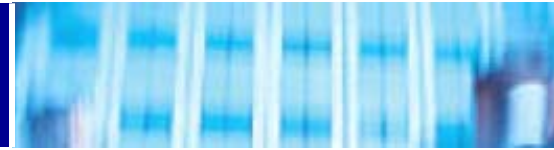
- **Automated Participant Entry into Conference**
- **Operator Available - *0**
- **Listen-Only or Interactive Mode Available**
- **Semi-custom operator introduction**
- **Courtesy dial-out to speaker**
- **Ability to change participant modes during conference**
- **Toll and/ or toll-free access**

Enhanced Services



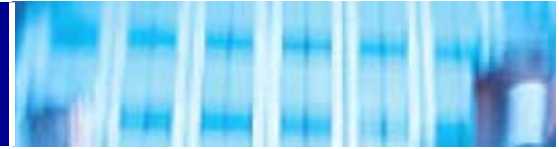
- PostView[®] (digital replay)
- Transcription
- Recording of conference
- List of participants in attendance faxed or e-mailed after the call
- Communication line

Comparison Matrix



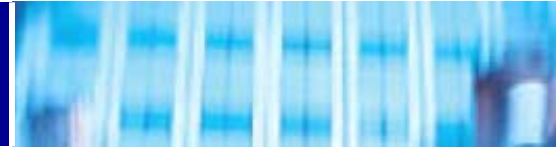
| Feature: | Automated Event | Event Express | Standard Event |
|--|-----------------|---------------|----------------|
| 100% Operator Monitored | | X | X |
| Toll / Toll-Free Access | X | X | X |
| Operator Dial-Out | | X | X |
| Operator Dial-Out to Chairperson Only | X | | |
| Operator Recall (*0) | X | X | X |
| Operator Greets All Callers | | | X |
| Operator Greets only Q&A Participants | | X | |
| Standing Reservation | X | X | X |
| Managed Q&A Session For All Participants | | X | X |
| Managed Q&A Session For Only Selected Participants | | X | |
| Enhanced Services Available | | X | X |

Event



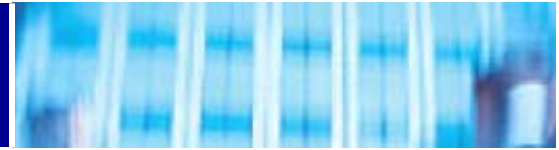
- 25 years of industry experience
- Quality conferencing
- Reliable & dependable solution
- Highly trained customer care staff
- Experienced & professional
- Dedicated resources to meet customer needs
- Extensive redundancy and disaster recovery programs
- Pre-call Consultation – sales and call centers

Event



- **Earnings announcements**
- **Staff meetings**
- **Product announcements**
- **Merger & acquisitions**
- **Corporate communications
(internal & external)**
- **Enrollment meetings**
- **Medical marketing firms**
- **Executive meetings**

Event



Public Relations Firms

Investor Relations Firms

Medical Marketing Firms

Fortune 1000 Companies

Web 1000 Companies

Event

Seasonal

- **“IR Season” – peaks during 3rd week of January, April, July, October**
- **Get Customers to schedule in advance**

- **Call Centers are located in Billings Montana and Montreal**

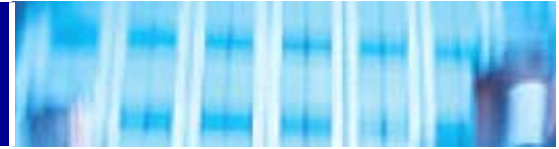
Feature gaps

- Global 800 for Event
- Automated Registration
- QueueView/LeaderView

Strengths

- Excellent Customer Support
 - Competitive Pricing
 - 20+ Years Experience
-
- New platform is coming (active project)

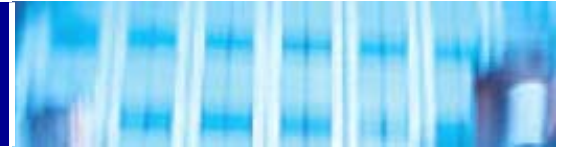
Event



→ Pricing Strategy

- ↳ Per line / Per minute
 - ↳ Toll / Toll-Free / Dial out access rates
 - ↳ Tiered pricing is recommended vs. flat rate
 - ↳ Use Sales Approval Levels to approve pricing
 - ↳ Involve your manager for better pricing
 - ↳ Get recommendation from your manager for Special Pricing
 - ↳ US / Canada / UK – market based pricing
-
- Sales team needs to be consultative with the customer about pricing

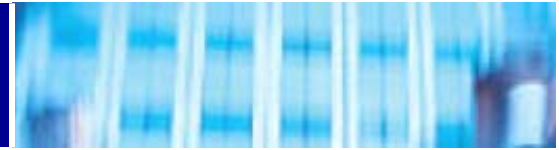
Event



→ **Event Long Distance (Toll-Free) rate is now:**

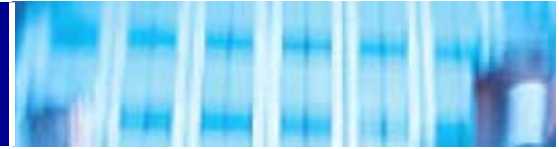
- ↘ \$0.015 US (penny and a half) higher than toll
- ↘ \$0.02 CAN (two cents) higher than toll
- ↘ £0.0075 UK (one and three quarters pence) higher than toll

Event Matrix



| EVENT CALL MINS/MONTH | 0-9,999 | 10,000- 49,999 | 50,000- 149,999 | 150,000- 249,999 |
|---|-----------------|---------------------------|----------------------------|-----------------------------|
| US market-based pricing (USD) | \$0.19 | \$0.18 | \$0.17 | \$0.16 |
| Canadian market- based pricing (CAN) | \$0.2150 | \$0.2050 | \$0.1950 | \$0.1850 |
| UK market-based pricing (GBP) | €0.0975 | €0.0925 | €0.0875 | €0.0825 |
| UK market-based pricing (EURO) | €0.1050 | €0.1000 | €0.0950 | €0.0900 |

Pricing Approval Levels



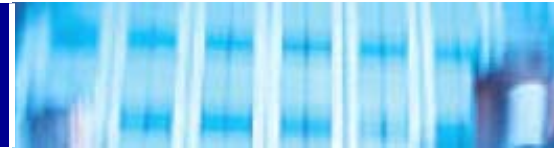
The Conferencing Sales Team can approve **Ready-Access** and **Event Retail** pricing at the following levels:

- **0–9,999 min/month, 10,000–49,999 min/month, 50,000–149,999 min/month**
 - ↘ On-boarding specialist
 - ↘ Regional Manager
 - ↘ Senior Regional Manager
 - ↘ Account Manager
 - ↘ Senior Account Manager
 - ↘ Associate Account Manager

- **150,000 – 249,999 min/month**
 - ↘ Regional Director
 - ↘ Regional Vice President

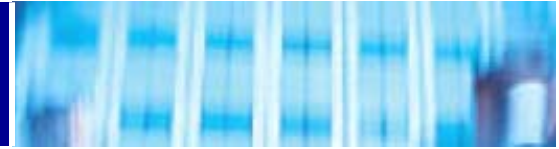
- To view current pricing, see the Conferencing Order Form @ http://conferencing.gcintranet.net/sales_mark/conf_agmts.htm

Enhanced Services



| | | |
|---|-------------------------------|---|
| Participant Notification (PN)* | \$3.00 | Per Notification and/or Attempt (Charges apply |
| Test Call | Contact your Account Manager. | |
| Communication Line* | \$150.00 | Flat fee per communication line. |
| Recording:* | | |
| Cassette Tape | \$10.00 | Per tape + delivery charges** |
| Audio CD | \$30.00 | Per CD-Rom + delivery charges** |
| CD-Rom | \$15.00 | CD-Rom + delivery charges** |
| .wav file download | \$15.00 | Per file |
| PostView[®] (Conference | | |
| Reserved | \$500.00 | First Day |
| | \$250.00 | Additional Day (unlimited usage) |
| Actual | \$0.25 | Minute |
| | \$25.00 | Per Day Minimum |
| Name Capture | \$0.30 | Per Record |
| Transcription:* | \$4.00 | Minute of conference (48-hour processing) |
| Translation:* | \$6.00 | Per minute of conference |
| Unused Lines* | \$10.00 | Line with a 15-line buffer on Event, Event Express, or Automated Event calls with 100+ lines reserved (if not canceled at least 24 hours prior to the start of the call). |
| Cancellation Fees* | \$10.00 | Line with a 15-line buffer on Event, Event Express, or Automated Event calls with 100+ lines reserved (if not canceled at least 24 hours prior to the start of the call). |

Other Event Information



Web Information:

http://www.globalcrossing.com/customer/collaboration/customer_call_over.aspx

Customer Care

Reservations: 1- 800-473-0602 or 303-446-4604



Thank You