

DIFC WEEK, Dubai

CASE STUDY

THE BRIEF

The world's foremost financial thinkers and strategists met in Dubai in 2009. Together, they addressed every principal topic in the international financial arena, all viewed from a fresh perspective using the latest in interactive voting systems.

THE SOLUTION

Satellite supplied the award winning IML Communicator voting system for this assignment. In addition to Voting, the system allowed participants to SMS to the chairman thus enhancing the interaction from the delegates.

THE VERDICT

The SMS function is a must for any conference organizer seeking to fully interact with their delegates.



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