

# HSBC ROAD SHOW, Dubai

## CASE STUDY

### THE BRIEF

How can we allow staff to communicate with management in an anonymous, confidential way, in a "live" event? We are fed up of listening to the vocal minority who hog the microphone and ask silly questions!

### THE SOLUTION

Satellite Visual Communication supplied an IML keypad on each table and customized software to receive SMS type questions from the delegates: How it works:

1. Delegates use Keypads to send questions via SMS type texting
2. Questions are monitored and filtered by a client representative
3. Questions are then sent to presenter monitor and main screen.
4. The questions are displayed interactively onscreen.

### THE VERDICT

The system speeds-up the entire Q&A process, granting more time for discussion, whilst the chairperson has greater control over the direction of the meeting. All feedback is saved to a database, enabling the client to post responses to unanswered questions on the company website.



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