

MESSAGE MANAGER

FACT SHEET

Use Message Manager for instant, two-way communication with your audience



Empowering participants to respond to questions in their own words enhances audience participation and promotes inclusiveness at your events. In the same way that text messages are sent from a mobile phone, delegates are now able to send multiple messages from their *Communicator* keypad.

Efficient, fast and extremely easy-to-use, Message Manager offers you endless opportunities to involve and engage your audience.

Messages are received instantly by a central computer where they can quickly be reviewed, filtered and prioritised before being displayed live to your audience. Message Manager responds without delay and can be activated at any time. You could use it for a short time in response to a particular question or to collect comments throughout your event. Messages can also be organised or grouped before displaying them live on screen for all to view.

HOW MESSAGE MANAGER WORKS

This functionality enables two separate functions:

- > **Function 1 - Messages In...** allows participants to send text messages from their *Communicator*. Using up to 127 characters of text per message, delegates can send multiple messages in the same way they would send text messages on their mobile phones. The event organiser determines the length of the response time. Messages can be captured at any stage, even for the entire duration of the presentation, session or event. The incoming text messages - received by a central laptop - can be previewed, censored and prioritised before they are displayed to the audience on screen. Although messages can be displayed anonymously, the event organisers can also identify senders if this is required.
- > **Function 2 - Messages Out...** enables the event organiser or facilitator to send text messages to the *Communicator*. Multiple text messages can be sent to all keypads, a specific group of keypads or just to one individual's keypad. The Message Manager functionality lets organisers text delegates information while a presentation is underway, for example to provide speaker details or other relevant information, to reinforce sponsorship and branding messages, or communicate logistical arrangements to delegates, like where breakout sessions will be held.

WHAT MAKES MESSAGE MANAGER AN EXCELLENT TOOL FOR AUDIENCE INTERACTION

MESSAGES IN...

> EASY COMMUNICATION IN THEIR OWN WORDS

Message Manager is a revolutionary new way of communicating at conferences, seminars and other live events. It allows text messages to be sent to and from the user-friendly *Communicator*, enabling your audience to submit responses in their own words.

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MESSAGE MANAGER

> ENDLESS OPPORTUNITY

Because it is efficient, fast and geared to accommodate high volumes of messages, Message Manager allows organisers and facilitators endless opportunity to involve and engage the audience.

Using up to 127 characters of text, delegates can text in as many questions and comments as they choose.

> MULTIPLE QUESTION FORMATS

Organisers and facilitators are not restricted by a limited choice of question formats. Delegates can now respond to both pre-prescribed and 'open' question formats.

> FLEXIBLE RESPONSE TIMES

The function carries no time constraints and can be enabled for as long as it is needed. For example, it could be used in response to a question with a short time limit or you may choose to use it during a brainstorming session or coffee break.

> GREATER FACILITATOR CONTROL AND ENGAGEMENT

You decide which comments will be displayed live to your audience, allowing you greater control over the direction of your meeting. The user-friendly text function allows everyone an equal opportunity to have their say, encouraging participation from delegates who might normally be reluctant to contribute verbally at a conference.

> HONESTY THROUGH ANONYMITY

Text responses can be submitted anonymously. This allows delegates the opportunity to express their true opinions and increases the quality of your feedback data.

> PARTICIPANT LIMITATION AND IDENTIFICATION

Alternatively, Smartcard technology can be used to identify delegates individually or by team number.

> REAL-TIME MESSAGE MEASUREMENT

Organisers and facilitators can measure changes in perception and opinions by comparing delegate responses to the same question asked before and after a

presentation.

> DATA STORAGE FOR FURTHER ANALYSIS

All feedback received from the audience is stored to a database for post-event analysis.

MESSAGES OUT...

> FLEXIBLE MESSAGING

Text can easily be changed and re-sent, allowing you to send unlimited messages to and from the Communicator keypad. Additional information can also be sent to delegates throughout PowerPoint presentations to ensure that all subjects are comprehensively explained.

> COMMUNICATE CLEAR INSTRUCTIONS

Logistical arrangements such as session start-times can be sent to the audience, increasing efficiency at your event.

> EFFECTIVE SPONSOR PROMOTION

Text messages, logos and branding by event sponsors can be sent, extending their exposure and reinforcing their branding or promotional messages.

FOUR STEPS TO INTERACTIVE MESSAGING

STEP 1: SEND MESSAGE



Audience members send text messages from the Communicator keypad in the same way that they would use a mobile phone.

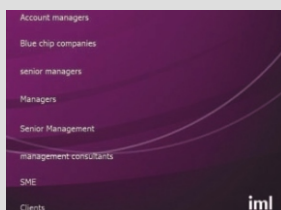
STEP 2: REVIEW AND EDIT MESSAGES



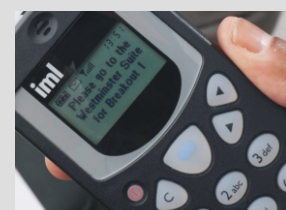
Selected messages can be displayed live to your audience.

STEP 4: SEND MESSAGES TO

AUDIENCE



Message Manager also enables you to send important information to your audience via text message.



WHAT MESSAGE MANAGER CLIENTS HAVE TO SAY

"The texting function was a huge success as a gatherer of comment for lively debate on sensitive issues. I will be recommending the system to my other clients."

Steve Clifton, M&E Events

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