

Unwired Conference

Welcome to the 21st Century – leverage the largest in-place communication network on the planet

Engage your audience and keep them keep up-to-date at your next meeting, conference, or seminar with Unwired Appeal's unique portfolio of interactive SMS services.

Unwired Conference Platform:

- Conduct **mobile polls** with any size audience and display results in real-time;
- Let the audience decide with on-the-fly **mobile voting**;
- Broadcast **mobile alerts** with important event information, reminders, and updates directly to attendees cell phones;
- Allow attendees to **submit questions** via SMS to speakers and panel members.



So, how does it all work?

Virtually every attendee has a mobile phone or PDA, making it perhaps the most under-leveraged technology in the event industry. Even the most basic phones on the market incorporate SMS (text-messaging) capabilities, a powerful tool for helping attendees and organizers communicate. Organizers don't have to worry about Blackberries or other "smart" devices – Unwired Conference works on the simplest phones in the market and the most complex.

The Unwired Conference Portfolio

Unwired Voting and Polling: drive community, participation, and interaction

- Generate instant feedback by polling audience on any topic; fluid integration with interactive training sessions.
- Drive instant interaction, encourage attendance
- Voting can be conducted via text, IVR, and/or web interface; fully integrated solution that combines the all three voting channels can also be deployed.
- Real-time, ongoing vote counts available for live display via digital screens.
- Systems can be branded, allowing monetization and sponsorship of activities.

Unwired Alerts: keeping attendees connected and informed

- Attendees can opt-in to receive informational messages on their cell phones throughout the duration of the conference.
- Schedule changes, workshop reminders, product/service information, special offers, vendor alerts, mobile internet links, etc.
- Subscribe via text, 800 number, or Web.

Unwired Q&A: allow groups large and small to submit questions via SMS

- Attendees can send questions directly from their cell phones
- Speakers and panel members review questions via a web interface
- Content can be sponsored, generating further revenue for exhibitors and operators.

For more information, call Unwired Appeal at +1.866.764.0696 or email info@unwiredappeal.com

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