



Industry White Paper for Event & Conference Management

The success of any event relies on one important factor: how effectively the event staff is able to coordinate efforts with each other. Two-way radios have long been the communication device of choice for many event or conference managers, however these radio rentals can be costly.

It can cost hundreds of dollars to rent each radio for an event, and if the event is spread over a large area, organizers sometimes need repeaters which are extortionately expensive.

Difficulties with Two-Way Radios

There are a number of challenges with two-way radios that have event organizers looking for alternative solutions.

To start, radios are an interruptive means of communicating with an ongoing stream of information coming through at all times. The staff is expected to be constantly listening to everything, but at an event there are many factors that make it easy for important information to be missed.

In addition, a two-way radio's range can be limited by physical structures or geography. If you're in an area where reception is challenged, you have to try repeatedly to get in touch with other individuals. Or worse, face the cost of repeaters to make the devices work properly in certain areas.

How Voxer Business Can Help Event Managers

- ▶ **Consolidate devices** and save on hardware and repeater costs
- ▶ **An audit trail** of all employee conversations
- ▶ **Use any data network** and any smartphone to coordinate employees who are in and out of building spaces
- ▶ **Manage large groups** of staff members with distribution lists and talk to different roles during an event or conference
- ▶ **Hear messages stream live** and keep chatter private with a headset
- ▶ **Easily update staff accounts** for any event, at any time
- ▶ **Use a computer** with Voxer for Web to manage, view and respond to multiple conversations

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And finally, radios do not provide the accountability that organizers need. When someone makes a request over a radio and gets a confirmation, sometimes voices get mistaken for the wrong person, and if that request is not handled you cannot hold someone accountable. With radios, there is no time, date or location information that can substantiate when a request was made.

The Smart Alternative to Two-Way Radios

Voxer Business is a solution that solves many of the challenges event managers face with using radios. It's an app that can be used on any iOS, Android or Windows Phone 8 device, as well as PC or Mac computers. Many event organizers who chose Voxer Business to help them to run their events have saved thousands of dollars in the process.

Recently, Voxer Business helped the multinational technology company, Intel, to save over \$67,000 during their annual sales and marketing conference. Typically, they would rent up to 250 radios for the duration of the four-day event alongside a dedicated repeater, as the radios didn't work in certain areas across the three properties where the event was held. This year, they used Voxer Business on a combination of employee and company-owned smartphones for two months to coordinate their efforts. During the event, they seamlessly used their own WiFi network inside of buildings, and cellular data when organizing outdoor activities.

Intel also appreciated the ability to check on the status of tasks. Every message had a time and date stamp, so people were able to confirm if tasks were taken care of. They also used the recordings of their messages to keep track of staff purchases during the conference.

A Modern Replacement for Two-Way Radios and Phone Calls

- Never Miss a Message
- Never Have to Repeat Yourself
- Talk with Voice, Text and Photos
- Manage Who Hears What
- No Limits on Channels
- No Limits on Range
- No Roaming Charges
- No Contracts, Use Any Carrier
- Get Everything on One Device

“Our goal is the very highest level of customer service, and responsiveness is key. Voxer Business enables us to reach that level of satisfaction and service.”

- Charlene DeCesare
Vice President, Marketing & Sales
Boardroom Events



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Choose Your Network

Voxer Business works on any data network (WiFi, 3G, 4G, LTE) and also works in areas where coverage is limited. For event professionals, this means that information is never lost. Not only is every message recorded, but when there is no data connection, the message waits on the device until service is restored and is then sent out.

Some events even have a network that is set up by the organizers, making it relatively easy to conduct critical communications using WiFi-only devices such as the iPod Touch, or iOS or Android tablets.

Every conference center or hotel has communication dead zones, but messages with Voxer Business are progressively sent as a data connections are received. If people are working with a cell network enabled phone, then its coverage can pick up wherever the WiFi left off. And if someone is in a dead spot while receiving a message, that message will be held in the cloud until it can be delivered.

One Device with Everything You Need

Many organizers put in very long days on their feet, and are often lugging around three devices: a cellular phone, a laptop or tablet and a two-way radio.

Having a phone that's able to handle all urgent communication (including email and phone calls) prevents staff from walking around with a "Batman Belt" of multiple devices clipped to them for different purposes.

Events and conferences can also be loud or noisy environments, so Voxer Business also offers Extreme Notifications, which are loud and repetitive alerts that ensure a member of staff never misses a message.

Voxer Business is also cross-platform, which means that your staff can use an iPod, iPhone, iPad, Android, Windows Phone, or computer and talk across devices. You can issue company-owned devices, or staff can use their personal device (BYOD), and administrators can remove access to the app after the event.

"It was so nice to not have a radio glued to our hips, or have both our cell phone and a radio in-hand."

- Jen Schnizler
Assistant Director, Special Events
Wolf Trap Foundation



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Listen Now or Listen Later

Voxer Business not only provides live voice but also records every message, which offers event staff a more flexible and fluid means of communicating. People can listen to information as it comes in, similar to radios, but they can also play things back later.

This means people no longer have to repeat themselves - perfect for scenarios where organizers are helping event guests.

Headsets Help Keep Conversations Quiet

When the staff members are interacting with important attendees, they don't want to have radios blaring out. Voxer Business features *Walkie Talkie Mode* that allows voice messages to play aloud as they come in, but also has headset integrations to keep conversations private among the event staff.

Plug in a wired headset or lapel speaker, and you can use the service hands-free. Up to 5 chats can run in Walkie Talkie Mode at a time, and it works without even being in the app! A user can choose one chat to respond back to - they simply press the mic button on the headset or speaker.

Streamline Information with Teams

Using our administrative tool, the *Voxer Business Manager*, an administrator can provision all of the staff working an event, and then assign them into *Teams* (i.e. Security, Management, etc). Teams work like distribution lists, with a number of people assigned as one contact for easy communication to different groups. Any Teams created within your company network instantly show up as a contact in the application.

An administrator can also see the last messages of all staff in Voxer Business Manager on a real-time map, making it easy for administrators to keep tabs on any critical developments at an event, or have vendors check in with important deliveries that are on the way.

Stationary Staff Can Stay in the Loop

If you are stationed at a desk throughout an event, or are working from an operations center and need to monitor multiple conversations, *Voxer for Web* or *Voxer for Windows* is an excellent solution to use at a computer. You can listen and respond to multiple conversations on one screen, and messages are synced across all your devices running Voxer Business.

Voxer Business is a professional-grade push-to-talk service for companies. Communicate instantly with live voice, text and photos on today's smartphones.

To learn more about Voxer Business or start a free trial, visit voxer.com or contact sales@voxer.com.