



Case Study: How a Publishing Company Used SpeechBooth™ to Promote Future Events

About the Voice of Healthcare Summit

The Voice of Healthcare Summit was a one day conference held in Boston, Massachusetts. It was organized by Score Publishing, a media company that operates the Voice of Healthcare podcast, and was focused on the use of voice technology in healthcare. The conference drew 150 registrants from across the United States and Canada to the prestigious campus of Harvard Medical School in the heart of Boston. The conference format included speakers, panels, and networking breaks, and concluded with an evening cocktail hour.

How SpeechBooth was implemented

When the conference organizers sent out a reminder and logistics email prior to the event, they included a



—the **VOICE** of—
HEALTHCARE
SUMMIT

brief paragraph that 1. Informed attendees what SpeechBooth is, 2. Where it would be located, 3. What prompt would be displayed on the screen for them to respond to, and 4. That everyone who leaves a message will be eligible for a prize. At the venue, the SpeechBooth was placed prominently between the door to the auditorium and the coffee station, providing many opportunities for exposure (it is always a safe bet that people will travel to the coffee station at a conference!).

By the time the afternoon breaks arrived, everyone had seen the SpeechBooth and had time to think about the prompt.

Just before the afternoon networking break, the conference

"(The SpeechBooth compilation will) commemorate the event, and we could use it throughout the year as we promote the next conference."



STEPS TAKEN TO ENCOURAGE USE:

- ▶ Informed attendees about SpeechBooth prior to the event with the event logistics
- ▶ Reminded attendees to leave a message just before networking break
- ▶ Placed SpeechBooth in a prominent location
- ▶ Asked specific people to leave messages at times when others could see them do it
- ▶ Selected an interesting, thought-provoking prompt
- ▶ Offered a prize for leaving a message

hosts reminded the audience to leave their thoughts about voice technology and healthcare on the SpeechBooth. Then, during the break and evening cocktail session, the hosts asked people they knew (some of whom were part of the event staff) to leave messages on the SpeechBooth in order to model behavior for the other attendees.

How the videos will be used

Thanks to the success of the Voice of Healthcare Summit, the company hopes to make the conference an annual event that will grow in size and content. The video compilation of audience thoughts and feedback will help them promote the conference to future potential attendees. "Our thought is to use it for marketing on our YouTube channel. It would commemorate the event, and we could use it throughout the year as we promote the next conference." Score Publishing CEO Bradley Metrock



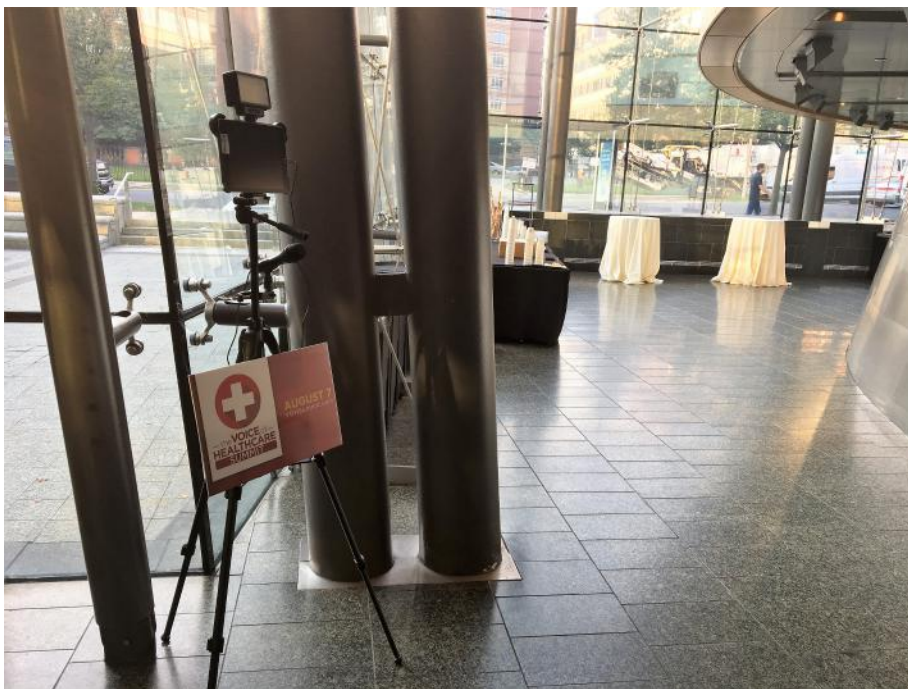
*Bradley Metrock, CEO,
Score Publishing*

Other ways SpeechBooth adds value

As a conference organizer, Mr. Metrock appreciates that SpeechBooth offers the opportunity for attendees to provide feedback while events are fresh in their minds. "This is very helpful in that it allows attendees to comment in real time on the proceedings of a conference, and it also allows attendees to comment in real time on the conference itself and provide feedback. If you pay for SpeechBooth, you get this multimedia that you will have at your disposal. This will cost you 50 cents on the dollar for what you would pay a professional videographer to come in and solicit people, spend all day, and then spend more time editing the video and send it to you."

The demand on conference organizers to fully document a conference present an opportunity for value with SpeechBooth. "There is a lot of pressure on medium to large-size events to have thorough

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documentation on what took place. There are a lot of pieces to that – speakers, panels, sessions. What makes SpeechBooth different is it covers the other part of the documentation aspect of a show, where you're documenting what's going on outside, stuff that's not usually documented. It's like you're giving a luxury of a large event, and making it available from a cost standpoint to a small-to-medium sized event. The concept of being able to video attendees out in the hallway, while they're taking the break, or at the end of the day when they're willing to provide feedback – that is a luxury item for a conference."