



Frequently Asked Questions

www.unison-meetings.com



Q: What is **UNISON™**?

A: **UNISON** is a process supported by leading edge technology that links everyone in a meeting room via a local area network (LAN) using proprietary **UNISON** software, a CPU, LCD screens and keyboard at each table. **UNISON** increases audience participation and provides a two-way conduit for collecting and sharing knowledge and information instantaneously. It is a collaborative interactive meetings tool that promotes action and helps users achieve desired outcomes.

Q: How does **UNISON** work?

A: **UNISON** has an interactive LAN framework and modules that can be easily tailored with data and content for a meeting. **UNISON LLC** works closely with clients and or agencies to create and apply the **UNISON** process and technology to their meeting presentations. **UNISON** provides a complete meetings roadmap that starts with objectives and desired outcomes for the meeting(s) and includes planning, development and tutorials on the various **UNISON** features that spark new thinking for ways to gather and share data from meeting attendees and presenters. The **UNISON Central Team**, which is physically onsite, provides simple pre-meeting training sessions and support for presenters. **UNISON LLC** provides all hardware and software equipment, which includes CPUs, LCD screens and keyboards at each table, presenter teleprompters and large screens placed around the room with all A/V support.

Q: What are the advantages of using **UNISON**?

A: **UNISON** provides numerous advantages that can be measured both quantitatively and qualitatively. Users of **UNISON** find that it consistently ranks "high" in terms of meeting attendees' ranking of "likes" and "usefulness" of meeting elements. **UNISON** ensures that real work gets done in real time and that all intellectual property (data and thinking) is captured and then prioritized by the client supported by the **UNISON Central Team** and shared as desired during a meeting. It empowers participants with the same opportunity to participate and contribute regardless of their culture, customs, communication style, or personality – this is important when bringing together people from across the country and the globe. **UNISON** is a meeting tool that provides a conduit for two-way dialogue, knowledge sharing and data capture. Presenters find **UNISON** easy to use and connect them directly to their audience in a personal and intimate way. It allows all meeting participants (presenters and the audience) to become and stay involved in all aspects of the meeting. Because everyone is connected, it can also save time and money for breakout sessions where data can be expressed and shared immediately, not after attendees return back to their offices. In short, **UNISON** is a collaborative interactive tool that promotes action and helps users achieve desired outcomes.

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Q: How much does **UNISON** cost?

A: Like any meeting, costs depend on the number of presentations and the number of meeting attendees. **UNISON** has been designed to take advantage of its interactive framework that can be cost-effectively tailored to a client's content, needs and objectives. In terms of return on investment (ROI), users of **UNISON** have found the return well worth the investment. In terms of dollars, **UNISON** often costs less than a night's stay in a hotel for each attendee. And considering that **UNISON** can contribute to a meeting's productivity and efficiency – in some cases even eliminating the need for breakout sessions and meeting follow-up – **UNISON** can actually pay for itself and not add to incremental meeting costs. Moreover, the real cost is measured in what **UNISON** helps companies derive from their meeting and that is achieving actions and desired outcomes.

Q: Explain the various **UNISON** features?

A: **UNISON** has several features known as the **U•Functions** that can be easily customized with content and data provided by the client. These various modules include:

- **U•Ask**, a Q&A function that allows audience and speaker to communicate even during the course of a presentation
- **U•Think**, a way for the audience to come to consensus or brainstorm answers to specific questions posed from the podium
- **U•Talk**, allows for the audience to communicate with each other through open discussion and feedback
- **U•Select**, a method through which the audience can rank issues and concerns to find out what's most important to them
- **U•Compete**, a function that allows the audience to score points based on the value of their responses
- **U•Tell Us**, a method of surveying the audience for feedback, before, during and after the event, allowing presenters to shape the meeting to the audience needs and harvest their critical responses afterward

All of these **UNISON** features deliver instantaneous feedback from each table that can be shared throughout the room simultaneously or designated for specific recipients. For additional information about the **UNISON** features visit: www.unison-meetings.com/features.asp.

Q: How much training is required to use **UNISON**?

A: **UNISON** has been designed to keep training to a minimum. In fact, meeting audience users need no training at all other than typing on a keyboard, which can be done by the fastest keystroker at the table. There is some training or rehearsal required of presenters using **UNISON**– similar to what might be conducted for someone using a teleprompter for the first time. This training or rehearsal can be conducted onsite prior to the meeting. **UNISON** is user-friendly and its feature modules are designed to be pre-loaded with little "technical" knowledge. A **UNISON Central Team** is onsite to seamlessly direct and manage the flow of information being presented, collected and shared at the meeting.

Q: What are some of the ways that companies have successfully used **UNISON** to achieve goals?

A: **UNISON** is best used for achieving specific goals, whether they are broad or narrow. Some customers have successfully used **UNISON** to increase meeting participation, promote actions, solve problems, extract mission critical data, train employees, brainstorm new ideas and knowledge, justify return on investment on meetings, obtain immediate results and make their speakers and presenters more effective and dynamic.

One **UNISON** client needed to familiarize its 110 managing directors with all the offerings of its business. The managers were divided up into groups of seven per table to use **UNISON** to collectively provide answers to questions posed by the client. Within 30 minutes all information was collected and shared instantaneously with all 110 managing directors, saving time while producing a knowledge base for immediate and follow-up actions.

A pharmaceutical customer needed to introduce a new product to several physicians/consultants in its consultants network and elicit their expert opinions and advice to guide their development, marketing and sales process by giving feedback on key issues. Following didactic presentations by the company's speakers, attendees were able to ask anonymous questions using the **U•Talk** function. All questions were reviewed and prioritized by the **UNISON Central Team**, then passed onto the speaker onstage and all other audience members via the screens at each table. Following this module, participants conferred with their colleagues at each table, then used the **U•Think** consensus building function to input opinions about topics raised during the presentations. The client received invaluable information from the source...the physicians...with feedback about improvements to their product planning process. Each attendee received the benefit of free-flowing information from the company and colleagues alike, which would have been impossible in a completely one-way, didactic presentation. Moreover, the physicians felt their time was well spent and their input was valued and actually used immediately by the company. In response to the overwhelmingly positive reviews, the company is using **UNISON** in its future consultant network meetings.

For more instances of how companies used **UNISON**, visit www.unison-meetings.com/case_studies.asp.

Q: How much lead-time do I need to use **UNISON**?

A: **UNISON** does require upfront planning and development but is designed to enable information and data to be "loaded" efficiently. Depending on the complexity and number of presentations, planning and development can take as little as a few weeks to a few months in advance of a meeting. **UNISON LLC** personnel work closely with clients to take existing content and/or develop new content that can yield the best results using **UNISON**. As the demand for **UNISON** continues to grow, availability requires advanced planning and scheduling as well. Some clients have even structured their entire meetings around the **UNISON** modules making advanced planning and scheduling essential.

Q: Do other companies offer **UNISON LLC**?

A: Today, **UNISON** is offered exclusively through **UNISON LLC**. The company is exploring "re-seller" and "licensing" options to offer the patented **UNISON** process and technology to other companies on a case-by-case basis. Additional details about this will be announced shortly.

Q: How complicated is it to use **UNISON**?

A: **UNISON** is simple to use. The proprietary **UNISON** module features are pre-programmed to accept tailored data and information for meeting use. **UNISON LLC** personnel assist in all presentation development and preparedness training and the **UNISON Central Team** provides technical execution and management prior to the meeting and onsite. **UNISON LLC** personnel also can help clients develop content to best maximize the **UNISON** functionality and help users achieve even greater desired outcomes.

Q: Can you assure 100% uptime of **UNISON** in meetings?

A: The **UNISON Central Team**, which is onsite throughout the duration of the meeting, guarantees 100% uptime and functionality of the **UNISON** system. All **UNISON** hardware and software has seamless duplicate backup to ensure flawless functionality. Additional CPUs keyboards, connections and LCD screens are available for immediate replacement should a failure occur.

Q: Why is **UNISON** such an effective meeting tool?

A: **UNISON** was born out of a client necessity to get more mission critical thinking and outcomes from its senior level people attending global meetings. Moreover, this had to be accelerated in order to meet a business requirement from one of this client's customers so it could retain its global accounting business. Experienced professionals who have been successfully producing and staging large mission critical corporate meetings since 1989 developed **UNISON**. This is why the functionality, usefulness and outcomes of using **UNISON** work so well in a meeting environment. From initial development to its current expanded functionality in version 4.0 today, **UNISON** is all about making meetings more effective and valuable to companies and those who attend them.

For a video demo, a full description of **UNISON**, its unique features, case studies and client testimonials, visit: www.unison-meetings.com.

Q: How do I work with **UNISON**?

A: **UNISON LLC** has offices in New York and London, giving it the ability to provide **UNISON** to meetings around the globe. A **UNISON LLC** account manager will answer any questions you might have and assess how you can benefit from having your meeting powered by **UNISON**. You can get additional information about **UNISON** and view an online demo video at www.unison-meetings.com. If **UNISON** seems right for your meeting, your **UNISON** account manager will arrange a demonstration for you and discuss specific planning, timing and costs. **UNISON** account managers can be contacted at:

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