

The Success

Pharmaceutical Company

"We need to talk weekly about our problems. Teleconferencing eliminates expensive travel and time-consuming personal phone calls."

Bank

"Telephone conferencing keeps our branch banks in touch to handle emergency situations. Face-to-face meetings can't be arranged quickly enough."

Brokerage House

"The only thing that keeps up with changing interest rates is the telephone. I conference almost every day with my branch offices."

Computer Equipment Company

"The oldest cliché about 'time is money' is true. I depend upon the telephone conference to keep up and beat the competition, and I have plenty of it."

Medical Laboratory Association

"It's hard to believe how much money we save by not traveling. Our hospital technicians are connected regularly for seminars and mini-courses. We send needed slides and visuals in the mail beforehand."



The Need

Doing business means meetings — spontaneous, planned, occasional, recurring, large or small.

The Problem

Face-to-face meetings are time-consuming and expensive. Decisions are delayed. Inaction can be costly.

The Solution

Telephone meetings save time and money. Kellogg's operator-assisted conference bridge can link together more than 50 locations worldwide in minutes.

The Equipment

For most meetings, no special equipment is needed. Use your regular office telephone. For lengthy calls, you will be more comfortable with a hands-free telephone or speakerphone.

For large group meetings, you will need to choose some type of microphone system. Kellogg can advise you in equipment selection, although we do not sell hardware.

If your commitment to telephone meetings is large-scale, you may wish to wire a conference room or office in a more permanent way. Kellogg can advise you on several alternatives.

The Bridge

The Kellogg Telephone Conferencing Service features the AXIS Conference Control Center, designed by CEAC, Inc. The most sophisticated bridge available today, the AXIS is highly automated, thus reducing the chance of operator error. The AXIS bridge makes it possible for Kellogg to offer you high quality, trouble-free telephone meetings.

The Procedure

- Call Kellogg at 303/794/1818. Tell the receptionist you want to schedule a teleconference.
- Reserve the date, time and number of locations on the bridge schedule. You will be asked for the names and cities of call participants. You will then be given a special telephone number.
- Notify your participants of the meeting. Ask them to dial the special number two or three minutes before the meeting begins.
- At the scheduled time, all parties dial the bridge. The Kellogg operator identifies the callers, takes roll and turns the meeting over to you.
- The Kellogg bridge automatically controls voice levels to produce the best possible transmission. The Kellogg operator remains on the line, ready to assist in case of any problem.

The Training

Kellogg provides monthly workshops on teleconferencing techniques. All classes are taught by telephone. Workshops offered are:

- “How to Conduct Business Meetings by Telephone”
- “How to Teach by Telephone”

Other training is scheduled throughout the year. Content areas include training for personnel in financial institutions, seminars on all types of teleconferencing, and corporate staff development offerings. For more training information, ask for a calendar of upcoming training events.

The Consultation

Experienced Kellogg staff are available for consulting work. Communication audits are just one of our many consulting services.

The Options

If security is an important issue at your meetings, your call can be private. In this case, the operator will take roll, turn the call over to the meeting leader and leave the line. If any problems occur, the operator can be alerted and will return to the meeting to offer assistance.

If a record of the call is needed for minutes or other reasons, the Kellogg operator can tape-record the meeting. You will receive a cassette recording of your call.

Kellogg can carry data transmission to allow audiographic conferencing. The bridge can transmit data for:

- electronic blackboards
- facsimile machines
- freeze-frame video
- computer graphics
- electric writing pens

All data can be transmitted simultaneously to multiple points.

The Savings

Kellogg rates are competitive. In most cases, face-to-face meetings are fifteen times more expensive than a Kellogg telephone meeting. Videoconferencing is approximately ten times more costly than a Kellogg call.

The Place

Kellogg Telephone Conferencing Service
5601 South Broadway
Littleton, Colorado 80121
303/794/1818

Virginia A. Ostendorf, Manager