



PRESS RELEASE

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Phone Systems Get Much Needed 'Voice' lift!

The Pittsburgh Technology Council and Pittsburgh-based Advertel, Inc., suggest that Thursday, September 4th, be the day that area businesses begin to give their telephone system a much needed 'voice' lift. "That's the day we become fully aware of what opportunities we're missing..." proclaims Advertel president Paul Beran, "...by failing to treat our telephone as 'media,' rather than a paper weight on our desk." Business owners, sales managers, telecom and marketing directors, are all invited to attend the "TeleBranding Workshop," a 2-hour informational series intended to discover the media and marketing value of the telephone. "Callers are tired of arduous phone menus: '*Listen to all the choices as our menu has changed...*' It's time for businesses to take a good listen to themselves. Have you called 'your' company, lately?"

Business telephone systems, far and wide, are often voiced by the technician who engineered the system, or the operator who, in many cases prior to the phone system installation, answered all calls, personally. "The problem with that transition," continues Beran, "is that you can no longer interact with the operator. You and she can't talk about the weather, the kids, or '...how great it is to hear from you!' Instead, you hear trumped up menu choices -- none of which seem to provide a suitable direction for your call." Layman recordings spoken into a handset tend to be lifeless, uninteresting and truly not representative of the hosting company's brand image.

"How did we allow ourselves to get into such a mess, and worse yet, willing to accept it as status quo?" asks Beran. "Wouldn't it make more sense for phone systems to replicate the same quality image portrayed in broadcast media, or in the quality of our company's own products or services?"

The TeleBranding Workshop will present simple, yet effective, protocols that businesses can adopt to bring their telephone presentation more in line with its intended corporate image. Exercises at the workshop will enable attendees to estimate their telephone listening audience in standard advertising terms of reach, frequency and cost per thousand, enabling them to compare their telephone listening audience with the radio and television audiences they regularly purchase. Then, they can determine where the telephone should fit into their company's media mix, and assign the necessary budget to 'produce' their telephone image.

In addition to Beran, guest speakers at the workshop include veteran broadcaster Susie Barbour, Officer of Corporate Communications and Media Relations at First Commonwealth Bank, and branding expert, Michael Kolbrener, president of Kolbrener USA. The workshop will be held at the Pittsburgh Technology Council Training Center, 2000 Technology Drive, Pgh PA 15219, Thurs, Sept 4, 2008, 8-10:00 am. Although workshop attendees will receive white paper literature, worksheets and a continental breakfast, the cost is free to both PTC members and non-members. Registration and breakfast begins at 7:30; workshop at 8am. Interested parties may call 412-918-4229, email events@pghtech.org, or register on-line at www.telebranding.info.



PHONE-tastic!