



by *Victory* | Communications

## Mass-Conferencing Capabilities That Defy Boundaries

Now more than ever, campaigns and businesses alike are turning to Bull'sEye to deliver specific, time-sensitive information to their mass audiences, capture their views and responses, and engage in productive, real-time exchanges.

Using secure web-based technology, Bull'sEye by Victory helps campaigns reach their constituents; allows businesses to connect with their shareholders; and lets corporations meet with their national sales teams—all through automated and live messaging, and on-demand conferencing.

Our clients use Bull'sEye to conduct:

- Virtual town hall meetings
- Live, interactive Q&A sessions
- Multi-site employee work sessions
- Investor relations meetings

### How Does Bull'sEye Work?

Bull'sEye's unique, data-gathering interface sends customized information to a specified target audience, and allows participants to instantly transfer to the live conference. A typical Bull'sEye conference flow:

- The user sends out specific, customized information
- Audience members then choose to participate with the mere touch of a button
- The user retains complete control of every participant, even during live Q&A
- User can see a real-time view into conference activity
- A complete summary report is provided to the user at the conference conclusion

*Imagine your candidate conducting a town hall meeting from his or her office, hotel room, or during session in Washington D.C. Bull'sEye gives you complete control of when and where you hold your conference.*

*Gathering employees for an annual meeting can be challenging—and expensive. Imagine getting your employees together on one phone line, where they can participate in an interactive meeting—that's the difference with Bull'sEye.*

*In today's global economy, meeting with clients has never been more of a logistical challenge. Imagine getting everyone around one table, without having them leave their respective offices. That's the power of Bull'sEye: we bring people together—virtually.*

## Why Bull'sEye?

**Bull'sEye is the tool to provide comprehensive delivery and response solutions to businesses and government/political offices worldwide.**

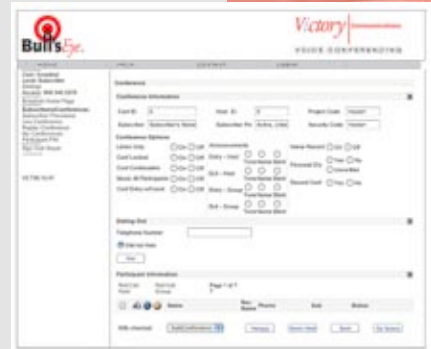
Here are just a few advantages of Bull'sEye solutions:

- **Participant Monitoring/Control.** Bull'sEye allows the user to view and monitor callers to help our clients better prepare for and manage their meetings.
- **Private Screening.** Bull'sEye has the exclusive capability for the facilitator to conduct a private conversation with a participant to screen their question, allowing the speaker to view the queued participant's name and question before selecting them to participate.
- **Live Q&A.** Constituents can participate in a live group discussion with the elected official or candidate with a simple push of a button. Employees can ask questions about a new product launch, disseminating information company-wide from one delivery point.
- **Digital Recording.** Shortly after the conference is completed, Bull'sEye sends to the user a condensed MP3 wave file of the entire session. The user can quickly pull sound bytes or other summary information from the file and instantly post it on the web or send as a mass email communication.
- **Real-time Reporting.** Because Bull'sEye operates on a web-based platform, we can deliver to our clients the detailed information they need, when they need it.

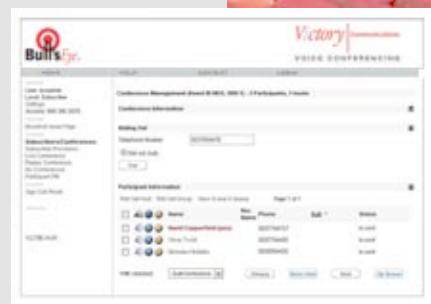
## Meet. Greet. Be Heard.

Launch your next town hall or business meeting into the 21st century. Put the power of Bull'sEye to work for your campaign.

**Bull'sEye features a user-friendly platform that delivers.**



**Conference Management**



**Participant Monitoring**

Conference Name	Start Time	End Time	Participants	Missed Calls	Minutes	Recording
Victory 06 2006	10:00 am	11:00 am	12	0	60	Available
Victory 07 2006	10:00 am	11:00 am	12	0	60	Available
Victory 08 2006	10:00 am	11:00 am	12	0	60	Available
Victory 09 2006	10:00 am	11:00 am	12	0	60	Available
Victory 10 2006	10:00 am	11:00 am	12	0	60	Available
Victory 11 2006	10:00 am	11:00 am	12	0	60	Available
Victory 12 2006	10:00 am	11:00 am	12	0	60	Available
Victory 01 2007	10:00 am	11:00 am	12	0	60	Available
Victory 02 2007	10:00 am	11:00 am	12	0	60	Available
Victory 03 2007	10:00 am	11:00 am	12	0	60	Available
Victory 04 2007	10:00 am	11:00 am	12	0	60	Available
Victory 05 2007	10:00 am	11:00 am	12	0	60	Available
Victory 06 2007	10:00 am	11:00 am	12	0	60	Available
Victory 07 2007	10:00 am	11:00 am	12	0	60	Available
Victory 08 2007	10:00 am	11:00 am	12	0	60	Available
Victory 09 2007	10:00 am	11:00 am	12	0	60	Available
Victory 10 2007	10:00 am	11:00 am	12	0	60	Available
Victory 11 2007	10:00 am	11:00 am	12	0	60	Available
Victory 12 2007	10:00 am	11:00 am	12	0	60	Available

**Results**

**Victory** Communications

[www.VictoryC.com](http://www.VictoryC.com)

**Victory Communications**

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