Appendix: Feature Detail

Feature	Status March 12th
Large-Group Interactivity	
Call by Name - Call on Presenters & Participants by Name. Event hosts can mute & unmute individual callers or groups of callers with simple web interface.	100% Functioning
Screen Questions Up to 5 staff can pre-screen questions 1-1 without external operators and their charges. Can mark "good" questions in several ways (built-in chat, data capture, notes).	100%
Orderly Q&A Staff can easily call on people who have indicated by pressing 1 (or 2-5) that they have a question or comment.	100%
Straw Polls Anyone speaking may announce straw polls, asking callers to use the 1-5 keys to vote. Staff sees results instantly; can announce, or share live via the participant web interface.	100%
OneTouch Opt-In(tm) *Patent pending*. Announcer says "Press 1 if you'd like to volunteer this weekend". Name, phone number, and, for inbound events, email address of volunteers is provided to event staff. Can be used for interest lists, pledging, volunteering.	100%
Boot Callers Disruptive callers can be booted from the conference.	100%
Call Screening New callers can be sent to an "Entryway" where staff can check against names of registrants, or introduce latecomers, etc.	100%
Green Room The Presenters and Staff of a call can be automatically directed to a private room to discuss call logistics before entering the main call.	100%
Multiple Conductors Up to 5 separate event hosts can each have full access to event controls, so that staff can screen callers, create breakouts, or arrange for donor/friend connections etc. Users connected via integrated chat.	100%
Individual Microphone Levels The level of each speaker can be adjusted.	100%
Large-Scale Webinar An optional video feed, application sharing, or PowerPoint. Will scale to 50k+ viewers, at a nominal additional cost/viewer.	planned for Spring 2010

Capacity and Access

No Software to Download Hosts need only a web browser that can view YouTube (flash-enabled), on Mac, Windows, or Linux. Callers call in using any phone.	100%
Announce PINs Traditionally, one announces a PIN to all callers. Although most customers choose Self-Registration, hosts can also choose this older method (giving Speakers special PINs). Names within the interface are lost, but the interface shows the CallerId of all callers. Opt-in Lists/Data are then captured via CallerId.	100%
Self-Registration. Rather than sendng a PIN, send a URL. Registrants click and enter name & email to receive a PIN. Names now show up in interface, so hosts can call on people by name.	100%
Self-run Capacity to 500 Callers Organizations can run their own campaigns of up to 500 callers.	100%
Assisted Capacity to 2500 Callers MaestroConference staff assist, to run events of up to 2500 callers. (Network/ system limits also apply during peak times.)	100%
Capacity to approx. 10,000 Callers (one "stack") The conference and application architecture are already in place for events of this size. The user interface needs to be updated to address issues that are unique to calls of this size. This is currently the highest priority for our development team.	actively in development
Capacity for Single Events of 50,000 or more We have architected the system to continue to scale. For events of more than 10,000, we connect multiple "stacks" together by connecting the audio between stacks.	planned for Summer 2010
Skype Integration Callers can Skype directly into our conference servers and dial their PIN. No SkypeOut credit required. Currently up to 20 simultaneous callers, but will increase as used. Included with the c/min pricing at no additional cost.	100%
Small-Scale Outbound Calls The system can call out to individual callers. Currently limited to customer support.	100%
High Capacity Outbound Dialer *with Data Integration*. This allows users to load outbound contacts, to be dialed; those that stay on the line are connected into a conference event. Data such as VANid/CRMid and any characteristics to be used within the conference are passed in.	actively in development

Click-to-Call The campaign can place links or advertisements (best purchased right as an event is starting), which allow the user to be able to click to connect the computer (or a callback to their phone) into an event.	planned for Summer 2010
Mobile Ad-serving Plus Click-to-Call Video ads on mobile devices occur right as event is starting, highlighting the event. Ads feature a "click to call" button that feeds directly into a conference.	planned for Summer 2010
Facebook Event Registration See an event on Facebook or the web register instantly with Facebook Connect. Yields data on who are friends with whom. In a later phase, that can feed breakout groups.	planned for Summer 2010
Text Messaging Integration Callers can opt in to text messaging during events, and be reminded of future events via text messages. Web registrants also have the option of text reminders.	planned for Summer 2010
### *Data Integration*	
Data Fed to Events Data about callers can be fed in multiple ways into events: unique URLs distributed can be displayed in two custom data columns. When people RSVP via the web, a campaign can ask questions that feed those columns. Staff can update data manually, pre-event. An open API can also manipulate data ahead of time.	100%
Data Informs Events No matter the source, the data fed into an event can be used in many ways: group people into large groups or small groups, priority for Question & Answer, etc.	100%
Data Captured From Events Data such as who registers, who attends for how long, and how callers vote in straw polls is available in csv format for integration with other voter database, CRM systems, or manual manipulation in Excel.	100%
Conference Management API - Allows other computer programs which have appropriate security credentials to easily "see" or "modify" who has registered for a given event.	100%
In-Event API - Allows other programs to "see" or "drive" the live action of a conference call as it happens: who presses what; who are placed into breakouts; capture data; etc.	100%
### *Application/ Interface Integration*	
VAN integration Interface of VAN will be able to select callers for outbound calls or outbound invitations. Caller actions such as	planned for Spring 2010

attendance, straw poll responses, and donations feed VAN database.	
Salsa/WiredForChange integration Similar functions as VAN.	planned for Spring 2010
Other Application Integration We like to partner! MaestroConference has been architected for openness so that it is often only several days of work to integrate with other open systems.	TBD
### *Subgroup Interactivity*	
Instant Sub-Conferences *Patent Pending.* A conference event can be divided into a handful of rooms, either based on any data feeding into the event (see Data Integration above), or based on caller selection (e.g. "Press 1 to discuss Health Care, 2 to discuss jobs programs"), or any combination of that (e.g. previous large-dollar donors who indicate 1 are now placed in small group with Congressperson). Currently limited to conferences of up to 500 people.	100%
Random Breakouts of 2 to 250 *Patent Pending* Breakouts of arbitrary size can be formed at random. For example, volunteers in groups of 4 can discuss how the weekend action went.	100%
Breakouts of "Like" Callers *Patent Pending* Can create breakouts of any size which keep callers of similar characteristics together. For example, create breakouts where people from geographic areas are placed together, or group donors with donors and volunteers with volunteers. Can be based on the data coming in (see: Data Fed to Events), or based on caller activity (see: Data Informs Events).	100%
Breakouts to "Distribute" Volunteers or Supporters *Patent Pending* Can create breakouts of a certain size which maximally distribute callers based on data. For example, create breakouts that combine supporters with undecideds based on straw polls, VAN modeling data, or caller self-reported information when registering.	100%

Donation-Taking	
Credit Card Capture - _Small scale_ _Patent Pending_ Staff can partner 1-1 with donor to privately take credit card information and return donor to the conference. Limit: Up to approximately 20 donors in any 10-minutes.	100%
Credit Card Capture - _Large scale_ _Patent Pending_ Donors by the hundreds or thousands can be queued automatically and paired with call center agents (whom the system calls as needed).	Planned for Early Spring 2010
Keep Friends Together / Convert Donors to Bundlers _Patent Pending_ Email each previous donor a unique URL/link. Host can create breakout groups during the event where each donor is then with their own "table" (with those registered via that link). Note that staff can make needed adjustments: e.g. combine people in solo or small tables, or break up tables that are too large.	100%
Upgrade Donor Experience Those who donate can be given an upgraded experience, immediately. For example, they can ask questions of the candidate or surrogate, or have the option to connect with other donors. (Occurs at some scale as Credit Card Capture, above.)	100%
Assistant Interface People in breakouts see the names of who is in their breakouts. Will help "bundlers" speak to those in their breakout.	Planner for Summer 2010
Other Base Features	
Recordings Free MP3s are optionally offered to the conference host/ campaigns. Recordings may also be turned off.	100%
Crystal Clear Audio Callers consistently report that the MaestroConference audio quality is among the best they've ever experienced.	100%