



Live Voice Social Media

The Problem...

maestro
CONFERENCE

Voice events today,
webinars and
conference calls...



"One person talking, and 100 people
falling asleep..."

The Evolution of Social Media & Conferencing

Usenet
&
BBS

Static
Web
Pages

User
Forums

Online Social
Media



Phone
Calls

3-way
Calling

1-to-Many
Conf.
Calls

Social
Conferencing



The Shift: A Scalable & Truly Social Media

Imagine a conference call/webinar:


- First, led by a respected/inspirational leader
- Then breaking into small groups, applying the topic to *their* life, reflecting, sharing learnings
- moving to fluid engagement: select which topics to join, vote, ask questions, take action

... all interwoven with online social media

Peer-to-peer voice - where *strangers become friends* and *everyone moves into action*

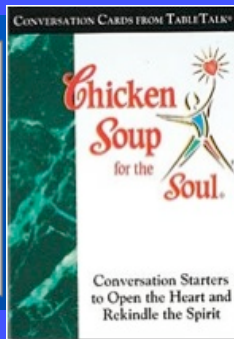
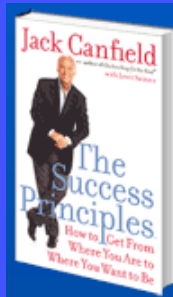
Mass Communications



	Raw Emotion	Relevance: About Me?	Inspiring, Important	Builds New Relationships
Radio & TV	High	Low	Low	Zero
Conf. Calls & Webinars	Low	Med	Low	Low
Webforums & Blogs	Med	Med	Med	Low
Facebook	Med	High	Low	Med
 maestro CONFERENCE	High	High	High	High

Current Customers

Our 750+ customers include:



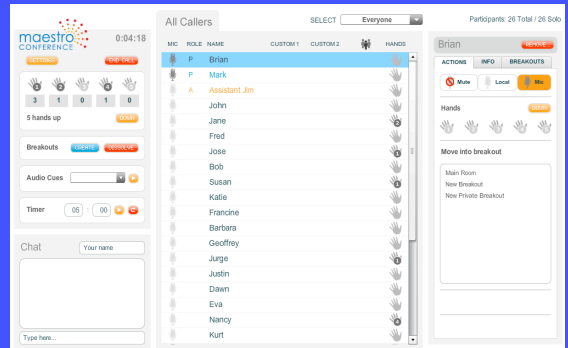
Best Uses

Ideal for bringing together communities around positive / aspirational topics

- Engage in a global good (sustainability, ending poverty) *or* a personal good (health, consciousness, growing a biz)
- Support a non-profit or cause
- Create deep awareness of good works by a for-profit's, non-profit's, or other org
- Move like-minded people into *action*: post an event to social media, write letters to editor, or make a donation

Our Features

- Breakout Groups & “Walk the Room”
- Hand-raising & Speaker Selection
- Straw Polls ... and One-touch Opt-In
- Order-taking / Make Donations 1-1
- Published APIs for easy integration
- Scales currently to 1,000 and soon to events of 10,000 or more



Questions?

Please Contact:
Chris Kyle, Director of Sales
415-328-7905
chris.kyle@maestroconference.com