

# Room in Action



## What is a Room in Action?

One of the best marketing activities available and readily supported by Lifesize is the Room in Action event. Hosting a Room in Action gives you the chance to invite your customers to experience the quality of business class high definition video conferencing. It is the perfect opportunity to get prospects immersed and experiencing first-hand how high definition video conferencing from Lifesize is different from any other video conferencing solution. Using the latest cloud technology and on premise infrastructure, we can set up a live and fully interactive demonstration for a number of prospects in a set time frame.

A Room in Action is a half day event, typically held at your own location, Tempura's Basingstoke Offices, Lifesize facilities at the top of the world famous London Gherkin or at their new London HQ in Broadgate Tower.

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*We hosted a very successful event with Lifesize and Tempura at the Gherkin in London and we have since received very positive feedback from our clients who were very interested in and impressed by the technology.*

*Wes Hunt and Andy Nolan involved the audience in the demonstrations and were great hosts and presenters and we thank them again for their efforts.*

*We have already booked the next event for November.*

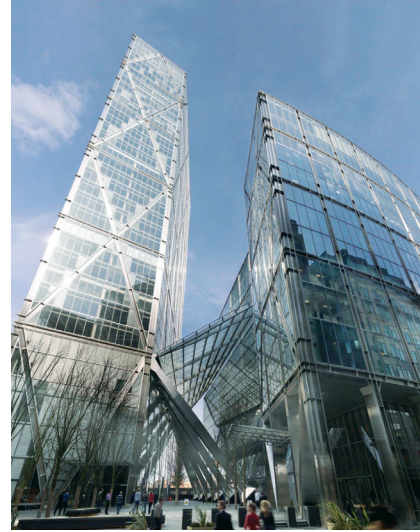
**Karen Lang**  
**CI-Connect Ltd**

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# Tempura support

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- Provide Lifesize print and e-marketing materials with your branding and contact details
- Tempura Sales Support
- Far end demo support from Tempura headquarters and other locations
- Event listing on Lifesize corporate website
- We fund through our marketing co-op



# We take care of the details

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## HTML Invite

Tempura / Lifesize have created an HTML invitation that we are able to customise once the Room in Action date, location and time has been determined.

## Event Date

We'll get your event posted on the Lifesize event website.

All you need to do is send the details to [marketing@tempurauk.net](mailto:marketing@tempurauk.net) – we will take care getting the event live on the Lifesize event page.

# Your commitment

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- Confirm a Room in Action date in your diary
- Invite your customers and prospects to the Room in Action (target 8 – 10 for a boardroom setting or invite up to 20 guests for a theatre style meeting)
- If at your facilities, provide connectivity of 1MB minimum symmetric IP connection

All this is worth over  
**£2,500** and you  
don't pay a penny!

## We cover the catering costs



# For more information

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**Call:** Marketing on 0844 736 4040

**E-mail:** [marketing@tempurauk.net](mailto:marketing@tempurauk.net)