



## **PRESS RELEASE**

FOR IMMEDIATE RELEASE

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### **TELEBRANDING WORKSHOP WILL ENHANCE YOUR PHONE PRESENTATION** Get More From Existing Telecommunications Equipment

Pittsburgh, PA March 18 2008—Pittsburgh based Advertel, Inc. will host a free Telephone Media Workshop on March 31, 11 a.m., at the Days Inn Pittsburgh, Banksville Road. The workshop will offer expertise on how to project a company's brand identity over the phone.

This workshop will explore topics such as establishing a higher priority for telephone media, setting protocols for auto-attendant, ACD, IVR, and hold queues; exploring creative techniques that reinforce company brand imagery, and measuring the telephone audience and how it relates to advertising. Marketing and Advertising Directors, Telecommunications Managers, Customer Service Supervisors, and anyone interested in projecting a quality image over the phone, are all encouraged to attend.

Advertel, Inc. provides consulting in the form of a service called TeleBranding™, projecting the company brand on the company phone. Advertel President and CEO, Paul Beran states, *"We hope this workshop really brings to light some of the problems with brand reinforcement over the phone. Companies pay tens of thousands of dollars for that fancy new phone system, but have Ethel from accounting voice all of the options and say 'thank you for holding.' Companies should know better—and customers deserve better."*

Advertel, Inc. applies its marketing expertise to improve the way clients present themselves over the telephone, redesigning and refitting the pre-recorded portions of business telephone calls with broadcast quality, caller-friendly greetings.

Many prizes will be awarded including a free web site makeover. Seating is limited; please RSVP by March 26, 2008 to [admin@advertel.com](mailto:admin@advertel.com) or by calling 1-888-ADVERTEL.

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#### **Advertel**

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