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News Release

FOR IMMEDIATE RELEASE

EDUCAUSE Reports Blockbuster Numbers for Inaugural Online Conference

EDUCAUSE taps Presidium to deliver service excellence

RESTON, VA (December 8, 2009) - [Presidium](http://www.presidium.com), the world leader in ESM—Education Services Management—provided the service desk for [EDUCAUSE 2009 Online](#), the association’s first-ever Web-based companion event for its annual face-to-face conference. The online event operated smoothly and had an impressive turnout of more than 2,700 online participants, representing 267 institutions. The conference featured streaming video feeds of select sessions as well as unique online content and networking opportunities for individuals who otherwise would not have been able to participate in the conference experience.

“I was pleased with the new online component of the EDUCAUSE conference,” explained Mary B. Fiore, from Hamilton College. “I wasn’t able to attend the conference in person this year, but because it was easy to attend [online and the conference] operated flawlessly, I had a very positive experience. I am already looking forward to attending next years’ online conference.”

This groundbreaking event presented several potential challenges to an fulfilling conference experience, which included the need for a highly-available, professional service desk environment to manage an unknown number of registered institutions and the potential for numerous simultaneous technical service requests.

EDUCAUSE asked Presidium to provide service desk solutions for the online event. Based on Presidium’s experience helping more than 700 higher education clients deliver highly-available service desk solutions during periods of peak volume, the company collaborated with the EDUCAUSE staff to develop a service desk strategy and ensure a smooth user experience.

Julie Little, EDUCAUSE Senior Director of Teaching, Learning, and Professional Development, stated, “EDUCAUSE 2009 Online allowed us to serve members regardless of location, greatly expanding the reach of our annual conference. Effective support for online attendees was a key element in generating a positive online conference experience, and we appreciate Presidium’s role in making that happen.”

The service desk strategy included a proactive outbound call campaign to help participants prepare for the online event, including installing the technology required to view the conference and facilitating logins and conference access. In addition to the proactive outreach campaign, Presidium managed real-time inbound calls from on-site attendees who experienced technical challenges while viewing the event. As a result, conference attendees were able to enjoy the online experience with limited technical interruptions.

“We are grateful for the opportunity to serve the higher education IT community in this manner and to help deliver models to promote sustainable education,” said James Rianhard, Managing Director, Presidium.

About Presidium

Presidium is an EDUCAUSE Silver Partner and the world leader in ESM—Education Services Management. Presidium works with more than 700 of the most progressive and successful 21st century educators, including Capella University, University of Maryland University College, Laureate, Prairie View A & M, and Delgado Community College. Visit www.presidiuminc.com for more information.