

ICUGlobal®

Connecting the world

ICUGlobal® Case Study – Oxford Research Group

Oxford Research Group (ORG) is one of the UK's leading advocates for the non-military resolution of global conflict. They combine in-depth political and technical expertise with many years experience in promoting serious analysis, dialogue and change.

They seek to foster dialogue between policy-makers and their critics and frequently play a key role in opening and sustaining dialogue between decision-makers in government and civil society.

As a registered charity, they are entirely funded by charitable grants and individual donations.

“On an incredibly tight budget we manage to project alternative thinking on current security dilemmas to the broadest and most influential constituencies.”

ORG Website

The Problem

In September 2009 ORG needed to hold a conference for 26 participants from 16 countries around the world including the UK, United States, India, Thailand, Israel and Columbia amongst others.

The cost of holding this meeting face to face could easily have run into thousands if not tens of thousands of pounds – flights, accommodation, boardroom hire, refreshments, not to mention the time it would consume for all parties involved. As a charity it is important for ORG to keep costs to a minimum wherever possible, and this is where **ICUGlobal's** Web Conferencing online solution **ICU™Live!** played an important role.

The Solution

Following the completion of a 14 day free trial, it was clear that **ICU™Live!** would meet all the requirements of holding this conference and provide the most efficient and inexpensive solution. Once **ICU™Live!** was downloaded and installed onto the conference participants' PCs it was then simple for ORG staff to keep in close contact with the dedicated customer care and technical support teams at **ICUGlobal®**.

“All the support we received both online and over the phone was excellent; help was at hand whenever we needed it.”

*Elizabeth Minor
Oxford Research Group*

The extensive and unrivalled functions of **ICU™Live!** allowed ORG staff to maintain control over all aspects of the web conference while it was taking place; providing host status, setting video participants as speakers, permitting questions and introducing video speakers via on-screen displays.

Find a business solution that is right for your company and explore the ICU™Live! benefits by visiting our website: www.icuglobal.co.uk

OxfordResearchGroup
building bridges for global security

ICU™ Live!