



Project management and review meetings are one of the most important parts of any company – but they often start late, lack focus and fail to create the team interaction and accountability needed. Today the combination of new meeting models and online services, like Calliflower, let everyone **get more out of product management and review meetings.**

Traditional project management tools are really *task management* tools. They are the tools that track the schedule and status of a project. What has been missing, until now, is the “People Glue” – the stuff that binds a team together, and not just the tasks. Good meetings require a complex interaction of people, presence and information. Calliflower was designed to optimize each of these needs. Calliflower helps:

Get people to attend on time.

- Reminder service sends reminders via email and text message - In advance of the meeting and when the meeting is about to start.
- Invitations contain integrated calendar entries - When accepted, meetings are automatically added to participant’s calendars.

Participants attend wherever they are.

- Attend your meeting via ordinary telephone, or from your computer using Skype.
- The integrated dashboard is available on any web enabled device, or PC.
- iPhone application gives you all the power of Calliflower in the palm of your hand.

Access documents in one place.

- All documents are stored right in the meeting itself
- Upload documents before, during, or after meeting.
- Access documents, and annotations, before, during and after the meeting.

Bring everyone together, including non-participants.

- Non-participants can “attend” the meeting on their own schedule.
- Access recordings, documents and chat messages afterward allowing them to review everything that was covered at the meeting.

The bottom line is that customers tell us that Calliflower helps people feel connected after an online meeting.

- “It’s practically like being there”
- “It’s better than a face to face meeting because it’s so productive”
- “Calliflower meetings are dynamic and interactive – not like a conference call!”

With Calliflower, we have often heard meeting participants remark at the noticeable improvement in productivity and team energy versus other ways of holding online meetings. Effective meetings and project reviews are high energy, high productivity events. They require more than just meeting management or project management tools. They need “People Glue”, and that’s what Calliflower is all about!