

global public relations

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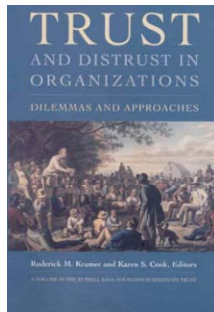
Communicating with video

Communicators as broadcasters

Ava Lawler, Global Consultancy Director, Text 100

Key trends impacting on video

Era of authenticity brings focus on reality & transparency



Technology makes video easier to create & share



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What do you need to be in the broadcast business?

1. A good brief & plan to deliver
2. A story that DAREs
3. Tools of the trade
4. An audience
5. Return on Investment



Storytelling in an era of authenticity

Distinctive – have a unique story to tell

Authentic – be true to yourself &/or your organisation

Relevant – ensure audiences will care about your story

Engage – use engaging storytelling techniques to attract audiences & get them involved through video sharing & responding

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DIY or specialist service?

Resources available

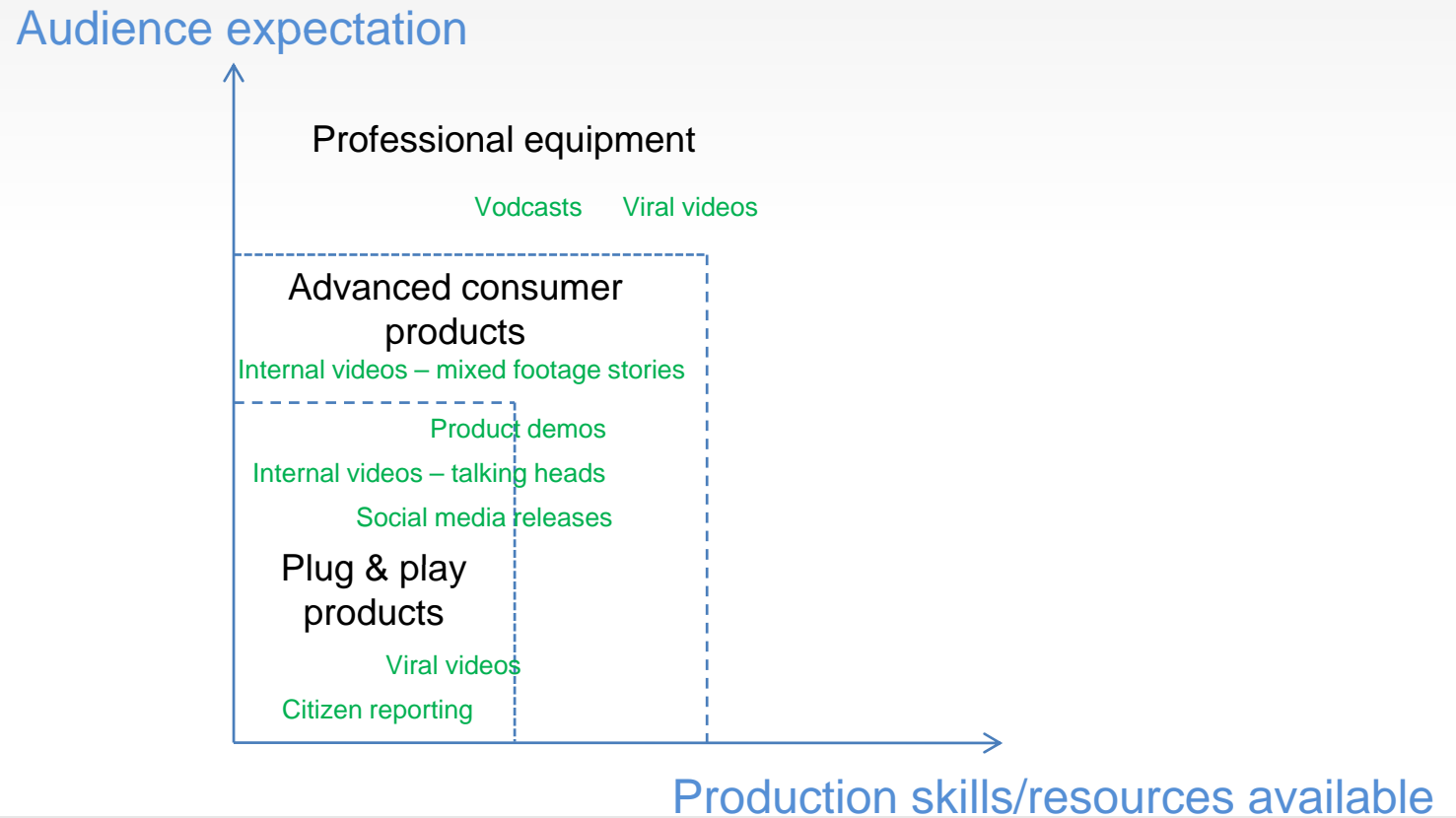
Video skills – existing, potential or outsourced?
Onscreen talent – existing, potential or outsourced?
Budget – for production, distribution and promotion
Technology – camera, editing software, storage and bandwidth

Audience expectations

What level of video production will they expect?
What technology will they be viewing from?
How will they share your story?



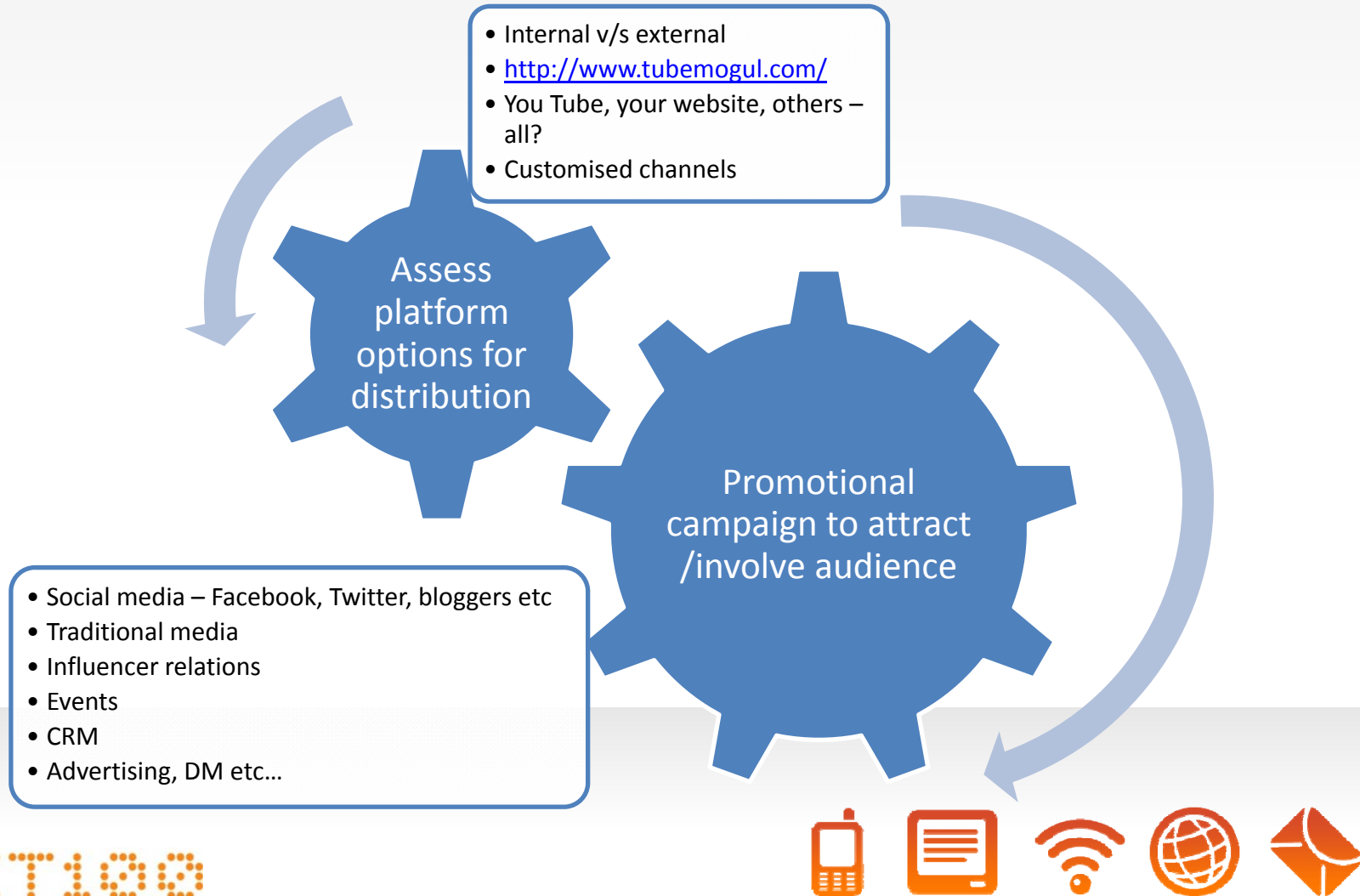
Selecting equipment



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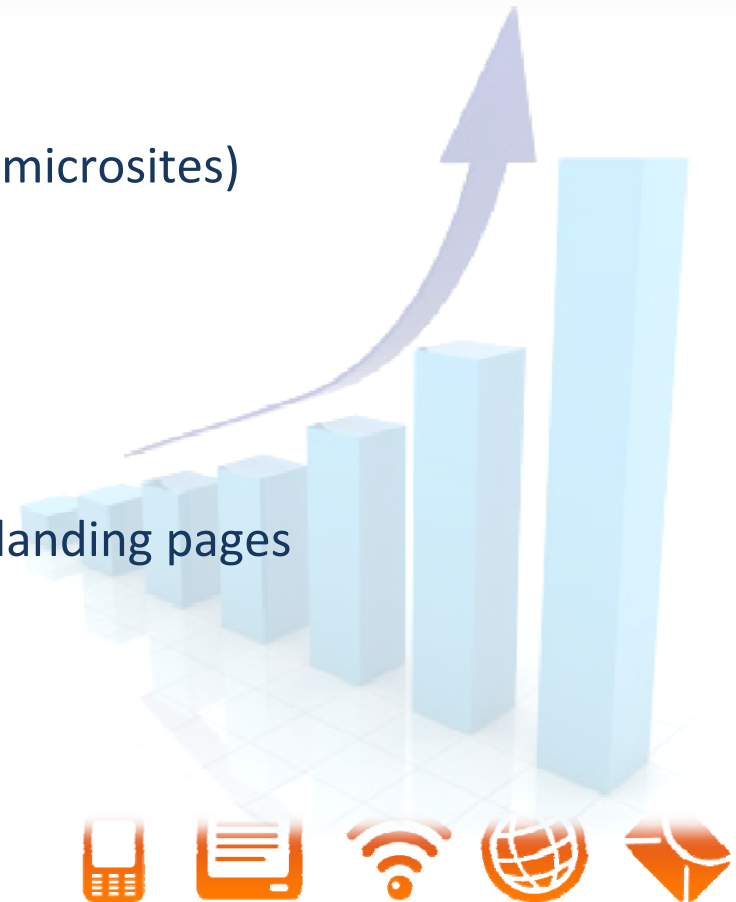


Attracting an audience: broadcast & distribution

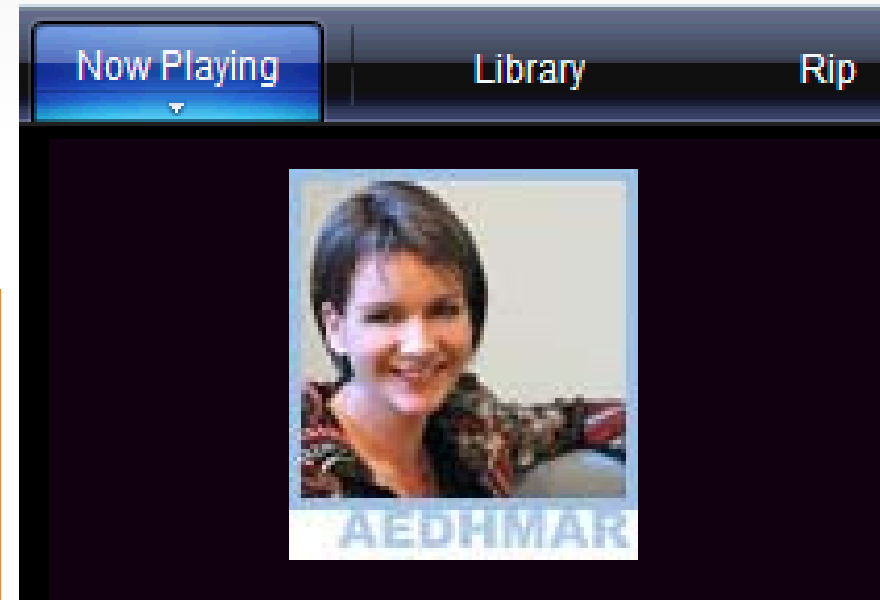
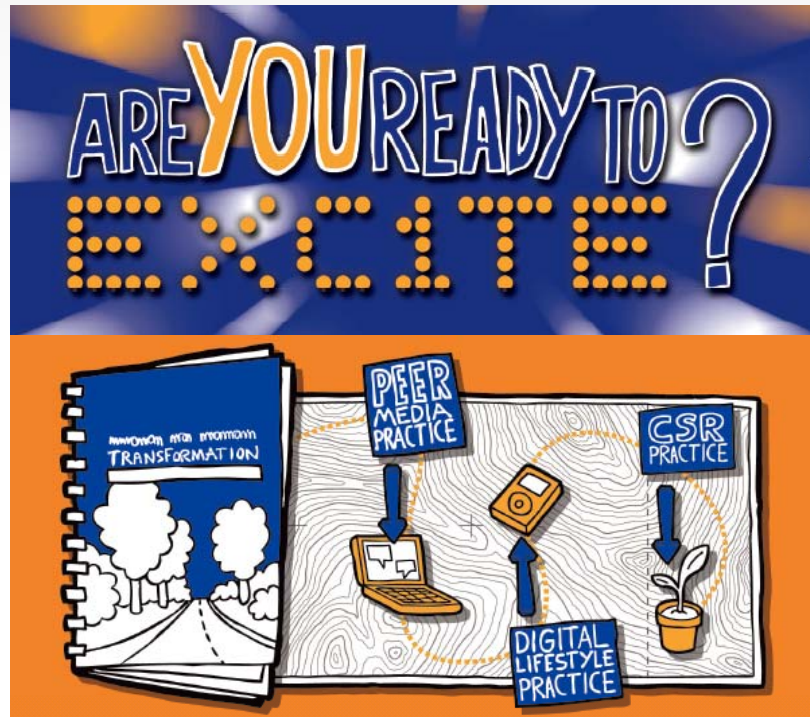


Measuring impact

- Which metrics are important to you?
 - ✓ Traffic
 - ✓ Feeding traffic to other assets (blogs, microsites)
 - ✓ Sharing (Facebook, Twitter, embeds)
 - ✓ Conversations
 - ✓ Target audience reach
 - ✓ Sales and leads – referrals to specific landing pages



Engaging employees with video



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Bondi Beach Gets Flipped.wmv

Practical help: How to make it happen

- A practical demonstration from Cisco

Welcome: Brett Lilley, Business Development Manager,
Consumer Products

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Top tips

- Effective plan
- Compelling story
- Appropriate tools
- Focus on audience involvement
- Measure, analyse, learn and adapt...

Have courage & dare to be different

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