

6 VIDEOS EVERY ENTERPRISE SHOULD BE PRODUCING IN-HOUSE

Take your videos further with multi-camera production



INTRODUCTION
**VIDEO RULES. NOW IT'S
TIME TO RULE VIDEO.**



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Today, when it comes to effective communication in modern corporations, video leads. Chances are that you, like the majority of modern enterprises, already know this. In fact, you're probably producing video on a regular basis.

You may be using video as part of an ongoing program covering launch events and conferences. Or you could be using it for occasional one-offs like quarterly earning sessions and all-hands meetings. You might be keeping it simple and in house for small productions or even outsourcing it to a third party for the really big projects.

But if you're like most enterprises we speak to, you're probably not seeing the full potential video can bring to your organization. And that's just not right.

Tap into the full power of video

The good news is you can use video to do so much more than most companies ever imagine. It's now easy to deliver broadcast-quality productions without committing to TV station budgets or facilities. And best of all, it's all within the reach of anyone with even the most basic AV skills.

In this guide we're going to explore the two crucial components to realizing the full power of video for your business: immediate delivery (even live) and studio-style, multi-camera mixing enabling you to turn a talking head into a network show. (Just like broadcast TV, only with simpler tools you don't have to be an expert to master.)

We'll look at the **6 key types of video every enterprise should be producing in house** (though six is just the start). And we'll explore how next-generation tools make it easy for anyone to deliver studio-style, broadcast-quality video production in house.

Let's get started.



VIDEO 1

WE'VE GOT TO START MEETING LIKE THIS

Re-thinking the all-hands meeting



RE-THINKING THE ALL-HANDS MEETING

Getting everyone together in the same place at the same time is always the best way to deliver important information. It gives all your staff direct access to senior management and ensures everyone hears the same story at the same time. More than this, it means key questions can also be addressed right there with everyone in the room.

These types of meetings are fine if you're a small or even a mid-sized business. But they become almost impossible when you are a major enterprise with national and international locations.

Bridge the gap with video

Worried about the expense of flying in key staff? It's time to take a different approach. Simply use live streaming video to deliver your message in real time across your offices and around the world. That way, everyone can take part—whether they're at their desks in the office or at home on their iPads.

What's more, you don't even need all your presenters to be in the same place or even the same country. Add multi-camera production and you'll be able to easily bring country leaders and sector experts into the same place, at the same time, and even on the same virtual set—even via a Skype call.

Multiple locations. Multiple benefits.

The advantages of live-streaming and multi-camera production are clear:

- Everyone gets the same information at the same time
- People can ask questions and get answers immediately
- Their first-hand experience means they'll retain the information longer
- The result can be made available for on-demand viewing on your intranet later
- You can share it on social channels for extra viewing and wider feedback
- And you get the kind of production values which will make everyone proud

“SIMPLY USE LIVE STREAMING VIDEO TO DELIVER YOUR MESSAGE IN REAL TIME ACROSS YOUR OFFICES AND AROUND THE WORLD.”



VIDEO 2

DELIVERING THE REAL-TIME AWESOME

Bringing live demos to life on screen



BRINGING LIVE DEMOS TO LIFE ON SCREEN

Sales people in software have known about the benefit of live on-screen demonstrations for years. But what do you do when your product is physical? In fact, what if it's the size of an elephant or bolted to the floor? And what if the prospective buyer is in another country and the demo needs to be live and 1-to-1?

Get real-time face time with multi-camera video

Let your top sales people use real-time video to give key prospects an in-depth demonstration of any product—no matter where they are based or how large or complex the product is.

With a second camera, you can quickly and easily focus in on key details and critical differences, delivering a better (that is, more persuasive) sales experience. You can also extend that experience out to multiple locations and bring in technical experts to help bring the demo to life.

Face-to-face contact. Full flexibility.

Using multi-camera video for your product demos allows you to:

- Get the next best thing to a face-to-face experience with full 1-to-1 interaction
- Be more flexible about when you get in front of time-poor prospects (and be able to patch in multiple decision makers across multiple locations)
- Capture launch demos right from the show floor, and deliver breaking news worldwide
- Run supporting content such as video customer endorsements as part of the presentation

The result? You end up with more compelling demonstrations available to more people in more places—all delivering more sales opportunities.

“**WITH A SECOND CAMERA, YOU CAN QUICKLY AND EASILY FOCUS IN ON KEY DETAILS AND CRITICAL DIFFERENCES, DELIVERING A BETTER (THAT IS, MORE PERSUASIVE) SALES EXPERIENCE.**”



VIDEO 3

LEARNING TO SELL FROM THE BEST

Keeping your sales people and
resellers at the top of their game



KEEPING YOUR SALES PEOPLE AND RESELLERS AT THE TOP OF THEIR GAME

As you know, sales are the lifeblood of virtually every modern enterprise. If your business is to succeed in highly competitive markets, your team needs to be able to out-sell the competition.

Of course, often it's not just your own people who need to do the selling. It's just as important to ensure your partners and resellers are enthusiastic and trained too, making sure your products stand out from everything else they carry.

Delivering great training takes time. And it can be expensive to get everyone together in the same place, at the same time. This means when you launch a new product, your sales team's ability to sell it effectively could lag behind.

Fortunately there is a way to get everyone up to speed, quickly and easily.

Real-time video means real results

Real-time video allows you to deliver professional training to your sales teams, wherever they are in the world. You can put your very best experts on camera so your teams get the very best experience and expertise. And you can make it live and real-time enabling your sales people to ask the questions which really matter.

On-demand information. Always on offer.

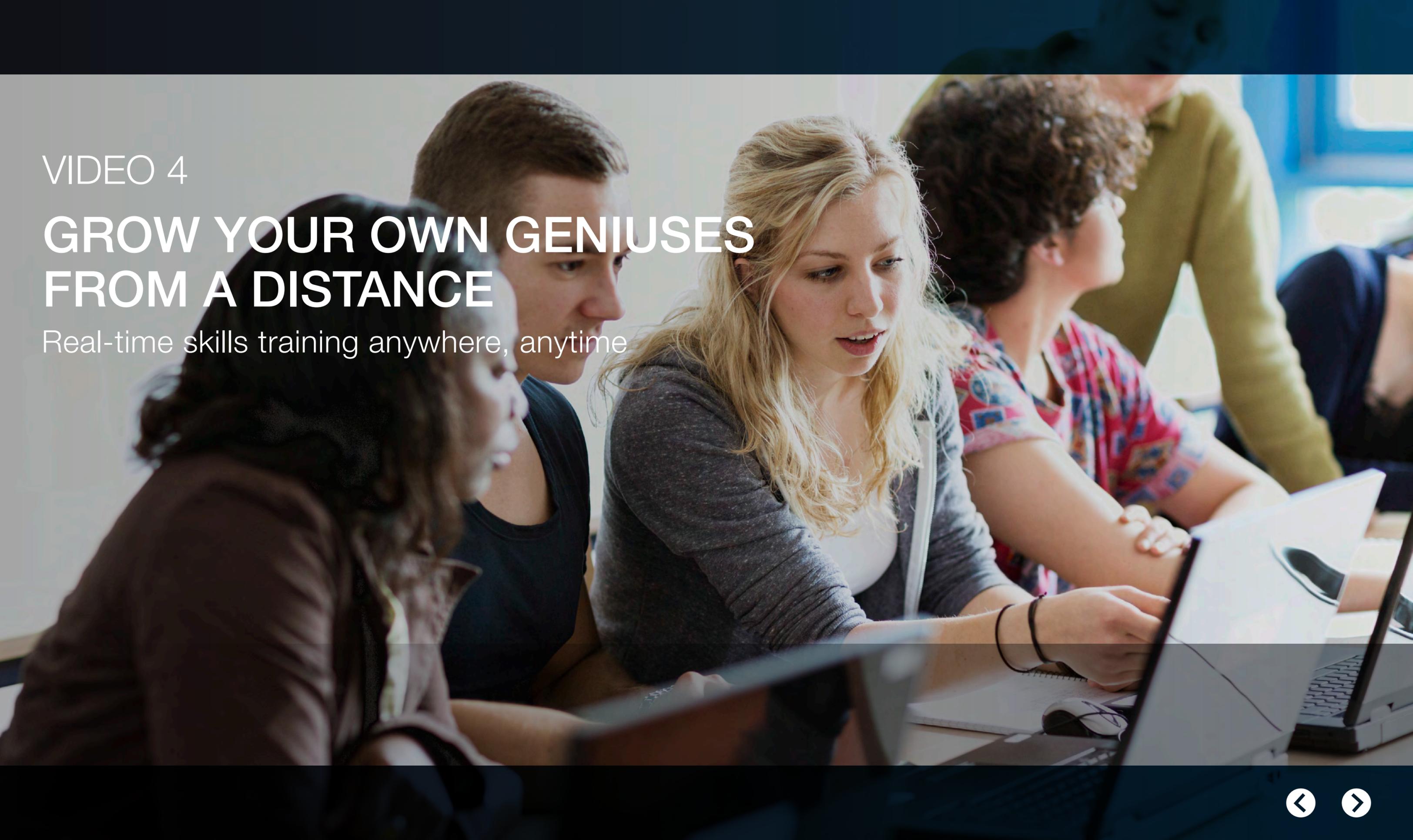
Real-time video offers your sales team immediate benefits:

- On-demand training is available at any time, so anyone can get an instant refresher or be on-boarded and start selling faster
- You can match your training videos with knowledge tests to check how well they're working, adapting your messages accordingly
- And you can use in-depth analytics to see exactly who has been trained and how they benefited from it

There's no doubt, real-time video training offers your sales teams the vital information they need, when they need it, wherever they are in the world. And you'll see the results every day on your bottom line.

“**YOU CAN MAKE IT LIVE AND REAL-TIME ENABLING YOUR SALES PEOPLE TO ASK THE QUESTIONS WHICH REALLY MATTER.**”





VIDEO 4

GROW YOUR OWN GENIUSES FROM A DISTANCE

Real-time skills training anywhere, anytime



REAL-TIME SKILLS TRAINING ANYWHERE, ANYTIME

We live in a global knowledge economy. Business today is about the survival of the smartest. But virtually every minute, someone develops a new concept and a better, easier way of doing things. And that's before you even get to the evolving details of your own products and services.

Distance learning brings everything together

Video-based distance learning allows you to keep your people up-to-date on any subject—whether the latest product benefits, how to install key equipment, or the latest changes in regulatory compliance.

Add a second camera and your team will get to see the trainer face-to-face as they demonstrate physical products, giving them that all-important human connection. And because this is video we're talking about, you'll have access to your very best trainers—no matter where in the world they are—and be able to swap seamlessly between them whether they're in a studio or on Skype.

Real-time information. Real-time response.

Real-time multi-camera video brings you all the benefits of face-to-face training including:

- Trainees can ask questions in real time (and re-take courses on demand later if they need a refresher)
- You can expand your training both across the organization and beyond to encompass partners and even customers
- You can quickly react to spikes in customer service requests with how-to videos that help customers solve problems for themselves

Of course, because this is video, it already has the benefit of delivering higher levels of retention and engagement. And employees can pause, rewind, and re-play to go over finer points.

It's the perfect learning solution.

“IT ALREADY HAS THE BENEFIT OF DELIVERING HIGHER LEVELS OF RETENTION AND ENGAGEMENT. AND EMPLOYEES CAN PAUSE, REWIND, AND RE-PLAY TO GO OVER FINER POINTS.”



VIDEO 5

WHAT HAPPENS IN VEGAS...

Host a global conference that's accessible anywhere



HOST A GLOBAL CONFERENCE THAT'S ACCESSIBLE ANYWHERE

A successful conference can grow your brand, boost morale, and galvanize people into action. It gives you the opportunity to set the agenda for the coming year, clearly demonstrating where you're going as a business. And you can also showcase your top people and highlight the great work you've been doing with partners and customers.

The problem with most conferences is you can only realistically hold them once or twice a year. And because a conference is a (pretty large) physical event, it needs to happen in a specific place at a specific time, which leads to some tricky logistical decisions. Do you choose your home market? Do you choose the location with the largest growth potential? Or do you choose the 'wow' location you think will be the biggest draw?

The answer? Go virtual with video.

Connect anywhere, anytime with video

First things first: You can still hold your conference or hybrid event in a real location. You can still invite customers, staff, and partners.

But, with video, you can also extend the experience (and the benefits) way beyond the confines of the conference hall. In fact, you can open the event to anyone, anywhere who has an internet connection.

Stay local. Go global.

Real-time multi-camera video events allow you to deliver TV-like production values with simple intuitive tools. This means:

- Keynotes with production values that drive engagement
- Q&As with the dynamism of a talk show
- The ability to have separate subject tracks (and enable people to pick and choose as they wish)
- And you can also make every session available on demand for later viewing and sharing—greater reach, more value

The result is a global platform you can use to showcase your thought leaders, new products, and fresh initiatives—with no one having to take the red-eye or missing the event due to delays.

“**WITH VIDEO, YOU CAN ALSO
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THE CONFERENCE HALL.**”



VIDEO 6

INSIGHT ON TAP

Deliver real-time thought leadership



DELIVER REAL-TIME THOUGHT LEADERSHIP

Today, every company wants to show it has the smarts, skills, and vision to lead its markets. But we live in a chaotic, noisy world—a world typified by near constant change.

Put simply: you can't predict what's going to happen next.

The good news is customers value anyone who can help them make sense of the events they're facing right now. Those businesses who deliver a degree of insight and certainty in a world of change will be the ones customers and commentators turn to first. Their content will be the material which turns up in search results, every time.

But to create this value, you need to get your reactions and insights online fast.

Real-time video can do this and more.

Be the expert customers turn to first

Real-time in-house video ensures you make the right impact by:

- Getting your experts on screen faster
- Giving you exponentially higher visibility across search engines (with less competition for attention than articles and blogs)
- Offering you broadcast-quality results so you're able to deliver a fully branded, professional result in minutes

The result? Whatever the crisis, whatever the new regulation, your business can quickly formulate a professional response and be the expert consumers turn to in times of change. Which let's face it, is virtually every day.

“ **THOSE BUSINESSES WHO DELIVER A DEGREE OF INSIGHT AND CERTAINTY IN A WORLD OF CHANGE WILL BE THE ONES CUSTOMERS AND COMMENTATORS TURN TO FIRST.** ”

CONCLUSION
DO MORE. GET MORE.
PAY LESS.



DO MORE. GET MORE. PAY LESS.

Today, enterprise video is more powerful than ever. It offers a direct route to greater engagement whether from your customers, partners, or employees. Producing broadcast quality video in house is also easier than you may realize.

Run a video production studio from your desktop

Systems like our own TriCaster™ enable your people to be up and running fast without crazy learning curves.

Within a short period they'll be able to mix cameras, audio, video, computer sources, and graphics. They'll be able to add virtual sets, recording, streaming, and more. It's the all-in-one, multi-camera video production studio—suitable for any desktop.

Add in a video calling system such as NewTek TalkShow™, and you'll also be able to effortlessly bring in presenters and guests via Skype, controlling video calls centrally as you would any other video content.

What's more, in-house solutions are more cost-effective than ever.

External costs quickly mount up with every traditional third-party production you create. By bringing everything in house, you can quickly offset your initial costs with the substantial savings you'll make over the life of the equipment.

In fact, you'll see a positive ROI from replacing just one or two expensive third-party productions. But don't take our word for it. The Aberdeen Group has found that best-in-class companies typically see an ROI in excess of 180% in as little as 6 months.

And if you start by delivering the six videos in this guide (and as many others as you like), you'll see greater engagement, expanded reach, lower travel costs, happier staff, more sales, increased search visibility, and a more cohesive brand.

If that sounds good, we should talk.

“**SYSTEMS LIKE OUR OWN TRICASTER ENABLE YOUR PEOPLE TO BE UP AND RUNNING FAST WITHOUT CRAZY LEARNING CURVES.**”



ABOUT NEWTEK

NewTek is transforming the way people create network-style television content and share it with the world. From sporting events, web-based talk shows, live entertainment, classrooms and corporate communications—to virtually any venue where people want to capture and publish live video, we give our customers the power to grow their audiences, brands, and businesses, faster than ever before.

Learn more at www.newtek.com

