

Richard Gee

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To: richardgee@geewiz.co.nz
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Screentime



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Hi Richard,

You may not be aware that each month Screentime Corporate Television donates a portion of its time and resources to charity projects. Promotional videos for Rotary, the Auckland Protected Employment Trust, a young ice hockey pro heading to Canada and Chevron's Project Storm are recent projects where we were able to help out with major discounts, or free services to get them from 'nice to have' to 'need to have'.

If you have, or know of a charity project that could use our skills and resources just drop us a line and we'll see what we can do.

Steve King
Executive Producer – Corporate Television

Why Not Make It Myself? – producing your own corporate video

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Of course you can. You can get a DV-Cam, an iMac or PC, with all the cables and simple editing software for under \$10,000, and be shooting and editing video within hours.

But think about how many weeks, months or years it took you to learn how to do your business successfully and professionally. To instinctively know all the potential problems, and take on all the skills you need to work quickly, efficiently and creatively.

Most people are born with the physical ability to talk; the ability to communicate effectively is so much more... it's a learned skill, a well-honed discipline, a distinguished art – one that is often taken for granted. It takes an expert to be able to craft, produce and deliver a message that is received in the manner in which it was intended.

So how long do you expect it would take to pick up all the skills of video production to produce a video to



the standard that presents your business in that same professional light?

As a business professional, you do what you do well. Anything you don't do, or is not considered core business, you out-source. An experienced production company should know how to save you money by cutting corners without cutting quality.

After more than three decades of widespread television viewing, today's viewers are sophisticated; they expect broadcast quality video productions. Poorly produced pieces stand out plainly to those accustomed to seeing high quality network television programmes.

Professional video creators have a skill set that makes producing videos quick and economic. When you calculate the time and money involved for purchasing, learning and shooting a video, you will easily double the cost of any production you were considering doing yourself.

If, after all this you still choose to do it yourself, we have articles on our [FREE STUFF](#) page that give great pointers on how to eliminate most of the newbie mistakes. That way you can concentrate on the real Class-A botch-ups you've done!

Bust Open The Walls

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From SPECIAL REPORT CONFERENCES www.marketingmag.co.nz June 2007

Glenys Coughlan, CEO of event company Dazzle, says technology is allowing conference organisers to extract maximum value from their events.

"You can now package event content online – be it video clips, podcasts, photos, presentation materials and editorial copy supplemented by links to relevant content elsewhere – on a website to create a live document of an event," says Coughlan. "You'll also provide an ongoing source of information to a community of delegates."

For example, a website could feature a video of the keynote address, the accompanying PowerPoint presentation, commentary and links to further information, such as the speaker's blog. "This information can be used by delegates once they've returned to work to recall information of particular note, or to refer to colleagues who didn't attend," says Coughlan. "Speakers might also want to engage with their audience online in a forum following the event, or you might use this content in follow-up communication to your delegates."

This approach is particularly effective for recurring events, as the site provides a rich taste of the conference experience through video and audio.

Hi-tech solutions can also liven up the atmosphere while the conference is still running. "It's increasingly common to shoot vox pops compilations during events, capturing the views of delegates for playback during breaks," says Coughlan.

Screentime has been recording conferences, seminars and presentations for web streaming, CD, and DVD dissemination for over 20 years.

Your Videos On DVD

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Can't remember where the VHS of last year's TV commercial is? Want to show the latest promotional video to a client but not sure if they'll have a VCR?

The BENEFITS to your business of getting your VHS material encoded and stored on DVD include:

- always having access to your video library at your fingertips
- saves time
- everyone knows where the material is (on the main server)
- it's always on hand to provide to associates or include in PowerPoint presentations, etc (so you look efficient!)

- it portrays your business as progressive and technology savvy.

Screeentime can also download video from overseas ftp and http sites and burn them to DVD for you.

For more information on video encoding and cataloging and archiving your videos, contact [Steve](#).

Recording Live Presentations

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Recording a live presentation for archival or review purposes is one thing- recording it to play to an audience is another. Here are 5 things to bear in mind when considering videoing live presentations for later screening.

1. An **audience's attention span** when watching a video (especially on a small screen) is about 8 minutes. So your 20-90 minute presentation just isn't going to work in its original format.

It'll either need to be broken down into more digestible bites, or edited down to the key points. A professional video producer should be able to help you here with objective advice and suggestions on how to do this without losing the important parts of the message.

2. Avoid trying to record the **speaker/s and their support material** at the same time – you won't do either justice. Apart from trying to focus and frame at least two different (probably moving) objects, projected PowerPoint, slides, or overheads aren't produced to be re-produced on video. Unsuitable colours, fonts, screen ratios, can all conspire to make the support material almost unrecognisable on video – and the audience dizzy with all the zooming in and out and back and forth.

Either record the support graphics separately, later on, or insert them (straight off the PowerPoint or video) when editing. Some graphics, like detailed graphs and charts, may even need to be reproduced and formatted specifically for video so that they're readable and intelligible.

3. If you plan to record your own presentation direct to camera without an audience, then **consider using a teleprompter** with your presentation on it – or at least your notes.

Whereas you can get away with shifting your eye line or looking down at notes in a live presentation, on camera, it can look shifty and distracting. A teleprompter will help you keep eye contact with your audience – to look them in the eye.

4. **Record a practice run** of your presentation. Partly to see if you can spot any distractions in your delivery that may not be obvious to you at the time – swaying stance etc. But mainly to analyse how your information comes across. Look for sincerity. Do you look like you believe what you're saying? Body language is just as important on video as in real life.

5. Having said that, TV flattens your performance because it's simply a representation of your performance. **Deliver your presentation with twice the sincerity, intensity and motivation that got you to write the message in the first place**, and you'll be pitching it about right.

You've Got 90 Seconds...

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Pitching the next great idea to prospective business partners, investors, service providers and fellow entrepreneurs just got easier with [Vator.tv](#)—a new venture that combines online video and networking. Based on the proverbial elevator pitch—the notion that you should be able to sum up a new business venture in the few minutes it takes to ride an elevator—Vator.tv is an online marketplace for new ideas. “Anyone, across all industries, at any stage, can share ideas, products, services and businesses with the rest of the world, mainly through video.”

Here's how it works: users sign up for a free account. They then create pitches for their ideas, projects or businesses in a rich media environment by uploading video, images, PPT or PDF files. They can choose to share their pitches with a personal network or with the entire Vator.tv community. Users build their networks by inviting friends to join or browsing through other ideas and connecting with like-minded people on the site. The website includes tips on creating compelling pitches, such as how to pack the most punch into a three-minute video clip.

Great. But when you see some of the clips people have uploaded you quickly realise why smart business engage a professional video producer to help with these sort of projects. there's some pretty boring and badly presented pitches, the equivalent of pitching in an elevator where the lights are out, you've just been to the gym, and you've got laryngitis.

It'd need to be a pretty s**t-hot pitch to make up for the way these guys present themselves for instance:





But we're here to help Geewiz communicate better, so on our [Free Stuff](#) page I've posted a few tips for getting the best result if you do decide to have a crack yourself (you've got plenty of time, you're a confident, experienced shooter and editor, you can objectively critique your own performance, etc... see "[Why Not Make It Myself](#)").

If, on the other hand, you want to stand out from the 100's of other people pitching great ideas...

...we'll shortly be launching our new **Elevator Pitch Production Package** (or EPPP...) where for a set rate we help you script an engaging and visually stimulating pitch, record one or two people delivering it to camera under experienced, professional direction, with an autocue available if necessary (and it usually is), and edit and supply the finished pitch ready for uploading.

Not everyone's a natural public speaker (live or on video) but with over 20 year's experience producing corporate video messages we know all the golden rules, tricks and shortcuts to make pretty much anyone look good on screen.

In the meantime here are a couple of vator.tv pitches I think ARE done well...

<http://www.vator.tv/pitch/show/nearsoft-the-quick-movie>

<http://www.vator.tv/pitch/show/SightSpeed>

(Hat tip: Springboard.com)

Turbo charging your PowerPoint presentations

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A powerful and simple way to add value to, or simply liven up, a PowerPoint presentation is by incorporating video and audio. This could be examples of your TV advertising, messages from associates who can't be at the presentation, or testimonials and vox-pops from partners or customers. It also still has some novelty value so may give your presentation a point of difference for its delivery as well as its content.



Many people are surprised to discover how easy it is to include video content in their PowerPoint Presentations. Some didn't even know it was possible. But you do need to have your video encoded to a format which will play on computer (MPEG1, QuickTime, or, my personal favourite, Windows Media Video (WMV)).

One of PowerPoint's most powerful features is its ability to trigger video, audio and animation content. As long as your presentation computer has a media player (Windows or QuickTime for instance) you can include any format that they'll

play in your PowerPoint presentation.

Whether played on a laptop screen or projected via a data projector, the visual impact of moving images immediately focuses attention and stimulates your audience's brain.

There would be few presentation topics which wouldn't benefit from the emotive power of moving images. Examples include:

Insurance or Superannuation Scheme Presentations

Supplant some of your graphs and statistics with short interviews with/testimonials from satisfied clients. Many audiences will relate better to people (especially people like them) than facts and figures – no matter how compelling they are.

Sales Presentations

Record and include vox-pops with consumers which represent the demographic you're demonstrating. This will often get the message across quicker and more effectively than a bar graph or bullet points. They can also often be much more entertaining!

Product Demonstrations

It's not always possible to bring a product or service into the boardroom, but if your demonstration is recorded and stored on your laptop you can take it wherever you go.

Awards Presentations

Incorporate full-screen animated titles between nominee and winner graphics, acceptance speeches from unavailable winners, or humorous 'roast' messages for winners from co-workers.

You can even incorporate video and audio files to play in Adobe Acrobat PDF documents. The latest versions of Acrobat will play clips using Quicktime, and because it has many of the transition and slide-show functions of PowerPoint, it can be used to create elaborate presentations created in many other everyday programmes like Word or FrontPage.

The beauty of these Acrobat presentations is that, as with any PDF file, they can be read, transferred to, and played by anyone with the freely-downloadable Acrobat reader software and QuickTime media player.

Because all the information, fonts, layout, pictures and colours (everything except the video content) is embedded and compressed into the PDF file, you don't have to worry about other PC's not having the same fonts and images.

In summary, by adding a few video clips, your corporate theme, jingle or music, your sales presentation automatically becomes more memorable, more interesting to watch and therefore MORE EFFECTIVE.

Winners!

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Congratulations to the **winners** of the click-thru draw from June's ezine:

***Ali Roestenburg**, Repco: \$500 worth of Screentime production or post-production services

***Adrian Hirst**, Lion Nathan: Double pass to any comedy show at The Classic

***Sally Lythgo**, Air New Zealand: Double pass to any comedy show at The Classic

Remember Richard, everyone who clicks through to our website from any link in this email will also **go into the draw for one of 2 double passes to any show at The Classic** – celebrating 10 years as NZ's only dedicated comedy venue. You might like to find out how we helped St Johns Rotary promote the Great Kiwi ANZAC Day Breakfast, or

Soiree produce eye-catching video support for the 2007 Bayleys Realty Awards, or just browse for more handy ideas for inducting, promoting, informing and communicating using video.

The winners will be announced in the October issue of *Screentime*. Until then consider this...

..."maybe in order to understand the mystery of mankind we have to look at the word itself. MANKIND. Basically, it's made up of two separate words, "mank" and "ind". What do these words mean? It's a mystery and that's why so is mankind." (Steve Wright)

Steve



SCREEN TIME

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