



Enterprise Video

A Powerful and Affordable Enabler of Business Strategy

**Executive
Briefing**

Overview

The world has become a more mobile, social and video centric place. It is a time of digital transformation, where enterprise organizations strive to reach customers and workers through technology to increase touch points, digitally, and increase business results!

This is causing executives to take a fresh look at their enterprise communication and workplace learning requirements. They need to better understand the four technologies that have the most impact on video: mobility, social networking, the Cloud and big data. Understanding these four technologies and the growing value of video assets can be a powerful enabler of business strategy.

Video provides the most compelling content for meaningful consumption and best drives engagement, collaboration and interaction. Video is used to communicate, inform, educate, motivate and entertain. It is used to market, promote and sell. It is used to build and enhance the company's brand. The use of video enhances the effectiveness and value of training and performance support. Video is used to increase touch points with internal and external audiences and enhance their personal experience.

Today's systems are efficient, secure, functionally robust and affordable. Organizations are finding the cost to inform and train via enterprise-wide systems to be less than what they spend on employee coffee.

Briefing Goals

The briefing will address industry trends on new and innovative video and dynamic media technology and best practices that are impacting business results. It will include key topics such as:

- Enterprise Video and Dynamic Media Landscape including best practices
- Increase the number and expand the reach of Digital Touch Points
Engagement, collaboration, sharing, interaction and tracking
- Value of an Enterprise-wide Media Business Strategy
- Alignment across departments and business units
- Leverage existing infrastructure and resources of the entire Video Ecosystem
- Leverage, protect and preserve digital media assets (DAM / MAM)

The briefing can be customized to meet the specific needs and unique challenges of your organization. Participants will gain an understanding of how executives in other enterprises are using video and dynamic digital media to meet their business, communication and training needs.

Who Should Attend?

Executives responsible for communications, marketing, sales and learning as well as IT and telecom. Also recommended: representatives from procurement, facilities and real estate.

The briefing provides an excellent forum for organizations to help stakeholders from all key departments and business units to agree on the use and benefits of video and dynamic media for effective, successful communications and workplace learning.

About the Presenters – Randy Palubiak and David Lamb

David Lamb is a Learning/ eLearning expert and strategist. He has consistently helped organizations improve their performance. David has led six corporate universities, three Learning Services companies and has served on numerous boards of directors for the workplace learning profession.

Randy Palubiak is a Digital Media/Business Communications expert and strategist. He has helped numerous companies leverage digital media to improve their business results. He is a keynote speaker and author of industry publications and white papers. He recently authored *Digital Touch Points: How to Gain a Competitive Advantage Using Video and Dynamic Media*.

For pricing and additional information, call 770-590-1590 or email Randy at rp1@enliten.net.