



You  
Tube

# ENGAGING EMPLOYEES WITH VIDEO

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# LIGHTS, CAMERA, ACTION!

Whether you're live-streaming a senior leader's town hall meeting or uploading training videos internally, you're part of the mainstream.

Video has become a standard weapon in a communicator's arsenal, according to a survey from Ragan Communications and Ignite Technologies, "Engaging Employees with Video."

Seventy-one percent of communicators surveyed currently produce videos to communicate with employees, and 72 percent will increase their use of video this year.

Even those who don't use video vow to mend their ways: Forty-four percent of the laggards promise to get out the cameras this year.

Nearly half of respondents—49 percent—say they have a YouTube-like portal where video resides. But that doesn't mean they offer the features standard on social video sites, such as ratings, sharing or subscribing to fellow employees. Most organizations don't allow much more than starting and stopping a video at will.

"Very limited in what employees can do," one communicator wrote. "Lack social media features and methods for intranet sharing and collaboration. Intranet used primarily to send communications out to employees."

Those using video say its greatest benefit is in communicating with remote employees and increased alignment with organizational goals. But for those who don't produce internal video, the biggest stumbling blocks are a lack of equipment and skills.

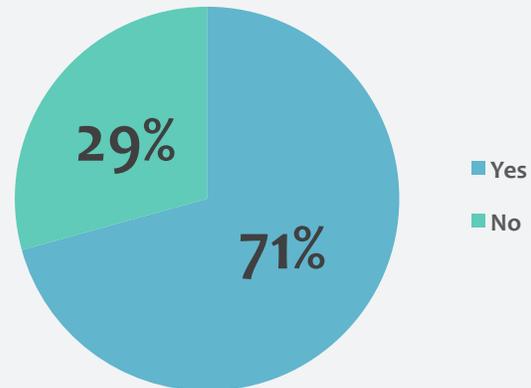
The survey of 713 communicators polled company owners, vice presidents, writer/producers and managers. Organizations ranged from hospitals to government agencies and defense manufacturers, with responses from as far afield as Australia and the Czech Republic.

Most of our survey group—51 percent—work at organizations of girth: more than 5,000 employees. Some 29 percent work for organizations with between 1,000 and 4,999 employees, while 16 percent work for those with 101 to 999 employees. Only 4 percent work on staffs of fewer than 100, or were self-employed.

*In this white paper, video is defined as a live event streamed to desktops or mobile devices, and/or archived and posted to a portal for future viewing; a video created in-house or by employees; or a webcast, which uses a combination of a video feed and slides for employees to view in real time or archived and posted to portal.*

*Numbers are rounded, and in some instances may add up to more than 100 percent.*

Do you currently produce videos to communicate with employees?



# KEY FINDINGS

**MOST USE INTERNAL VIDEO.** Some 71 percent of communicators surveyed produce videos to communicate with employees, and 72 percent plan to increase their use of video this year.

**MOST RECOGNIZE VIDEO'S IMPORTANCE.** Nearly 90 percent say video is "important" or "somewhat important" to their organization. Only about 11 percent rate it as "somewhat unimportant" or "not important."

**IN-HOUSE PREVAILS.** The majority (73 percent) of respondents use an in-house team to produce their videos.

**BARRIERS AND BENEFITS.** Of those who aren't doing video, nearly half—48 percent—say it's too time-consuming, and another 42 percent don't have the equipment. About three quarters (76 percent) of those using video say its greatest benefit is "improved communication with remote employees."

**MANY LAG IN YOUTUBE-LIKE VIDEO PLATFORMS.** Only 49 percent have an internal portal where videos reside.

**SOCIAL FEATURES.** Just about everybody (87 percent) allows staffers to start or stop a video as they wish. Beyond that, other commonplace features of social media have yet to penetrate most internal firewalls.

**BUDGETS.** Nearly 53 percent spend less than \$10,000. Of those, 37 percent spend under \$5,000.

**MEASUREMENT.** Is it working? Fifty-one percent measure the effectiveness of employee-focused video.

**MOBILE.** Larger organizations are no more likely to allow tablet or smartphone access to their videos than smaller ones are.

# LAY OF THE LAND

## VIDEO AS A TOOL

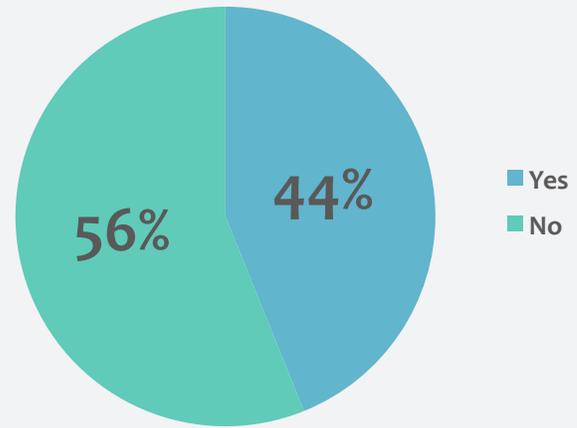
About 71 percent of survey respondents create videos to communicate with employees.

Yet a significant number of those who don't produce video seem to recognize its importance: Forty-four percent of them plan to communicate with employees through video this year.

In the open comments, many answered, essentially, "I wish." One said her organization was just starting video the week of the survey.

But one French communicator wrote that there are no PCs where blue-collar workers, who comprise 70 percent of her workforce, could watch video. "No way to spare time to show a video presentation to them during working hours and no way (in France) to make them come earlier or stay longer to see a video," she wrote.

Do you plan to use video to communicate with employees this year?



"I'm new to my organization (and to their marketing team), and I just discovered our most recent corporate promotional video. On VHS. It's 11 minutes long. Yikes!"

## HOW OFTEN?

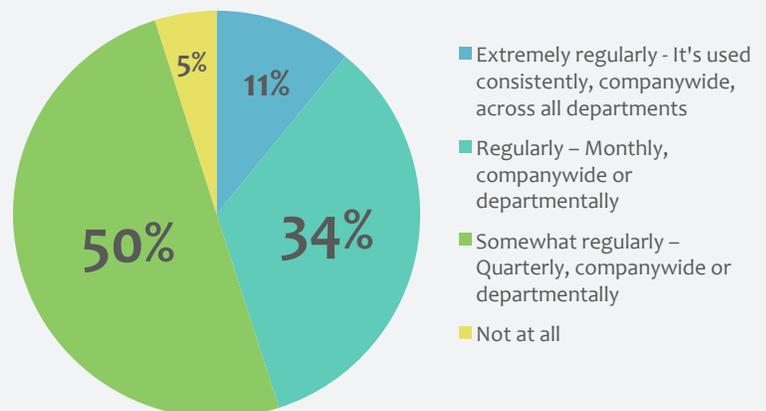
So you produce videos to communicate with employees. But is it a regular part of your toolkit?

Most organizations that produce video do so on an "as needed basis" (42 percent). A fifth say they do so rarely, while 38 percent frequently use video.

More specifically, this usually means producing "somewhat" regular, quarterly videos that are distributed companywide or departmentally (50 percent). Fewer respondents use video monthly (34 percent) or more frequently, and across all departments (11 percent).

Does big mean more? Apparently so. Large organizations—those with more than 5,000 employees—are more likely to use video "frequently" (49 percent). Smaller organizations more often say they produce videos on an "as needed basis."

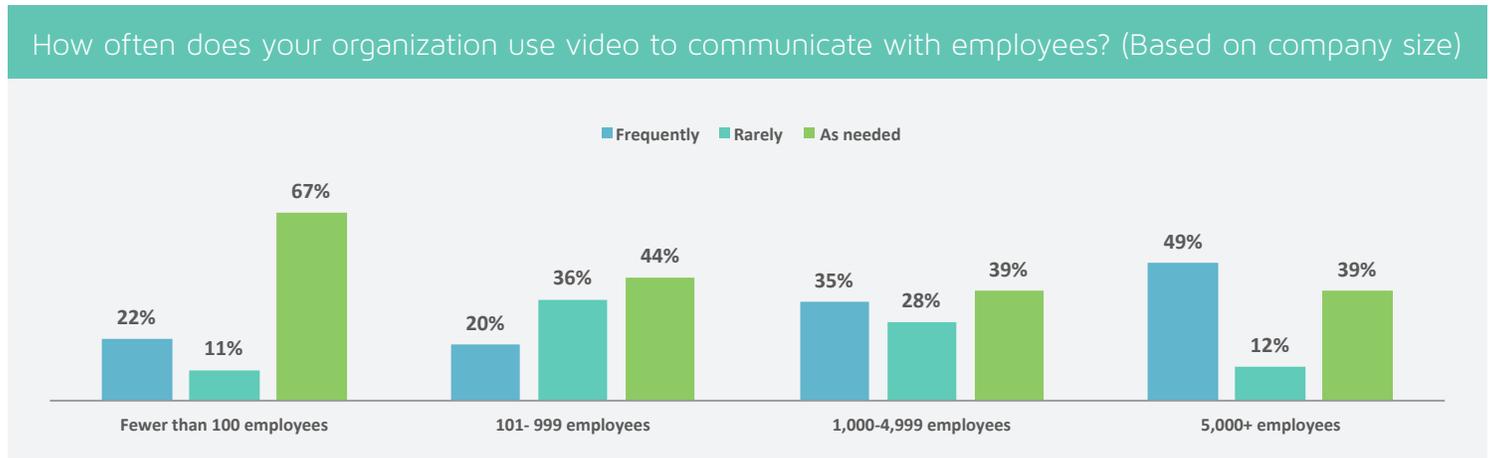
How often does your organization use video to communicate with employees?



The big fish are also more likely to use video on a “monthly” basis (45 percent), while the small fry tend to use video on a “quarterly” basis.

Budget is a factor. Organizations with fat wallets are the ones that most often use video to communicate with employees frequently (64 percent of organizations with budgets of more than \$100,000). The low-budget crowd was more likely to use video on an as-needed basis.

One respondent wrote, “We produce between 30 and 50 short (less than 45-second) video insights per month for use on our intranet site as well as in-house TV network.”



## WHO FILMS?

Why bring in outsiders? The majority (73 percent) of respondents tap an in-house team to produce their videos. Twenty-two percent use an “outside agency, consultant or vendor.”

But the greatest earthquake in Internet video in recent years—YouTube-type video creation by individuals—has barely penetrated organizations. Fewer than 6 percent allow employees to generate videos.

This figure comes with a footnote, however. Our responses did not allow for multiple choices. In the open-ended comments, some respondents wrote they use a mix of all three.

“Everyone on the internal comms team has a digital video camera and editing software, so we can DIY on 2-minute pieces. We use the more professional in-house team for longer, specialized projects.”



## WHAT ARE THE BARRIERS?

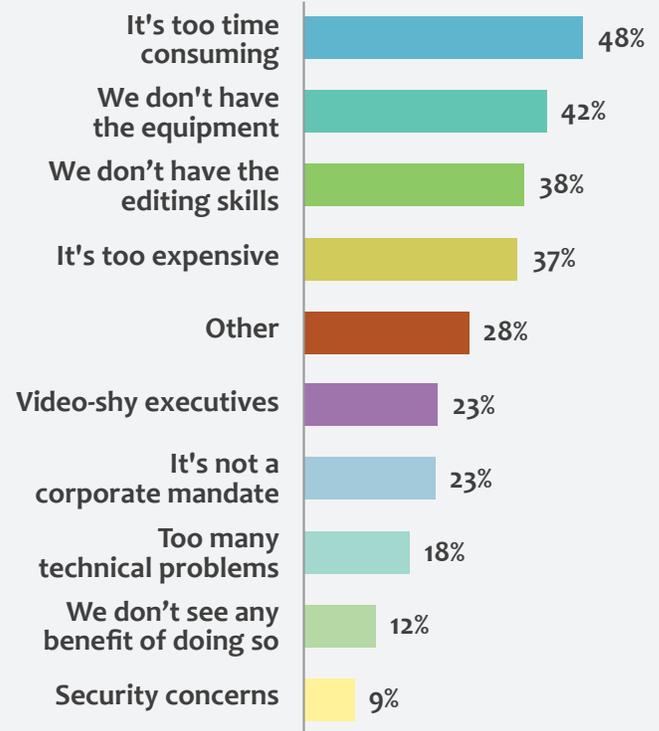
But what about those who aren't keeping up? What are the barriers keeping them from using video? On a question that allowed multiple choices, pluralities say it's too time-consuming (48 percent) or they don't have the right equipment (42 percent).

Others lack the editing skills (38 percent) or find it too expensive (37 percent).

Bashful bigwigs? It's more common than you might think. Some 23 percent of communicators cited "video-shy executives" as a barrier, with an equal number saying it's "not a corporate mandate." Nine percent cite security concerns.

"We are a small company (75-120 employees) and we meet face-to-face monthly. Not all our employees have access to a screen, but all have access to our execs."

## What are the barriers to producing videos to communicate with employees?



## BUDGETING

Speaking of budget, if your annual video budget is under \$10,000, you're in good company: Nearly 53 percent spend less than that figure, with almost 37 percent of that group budgeting under \$5,000.

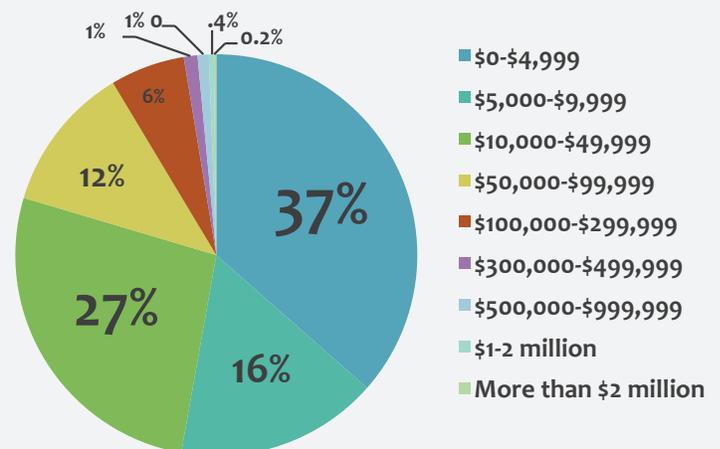
But hey, big spender: If you're laying out more than \$100,000, you're in the Platinum Club. Fewer than 9 percent spend that much, with only 0.6 percent spending more than \$1 million.

The vast majority of communicators (80 percent) spend less than \$50,000 on employee-focused video production (not including staff salaries/benefits).

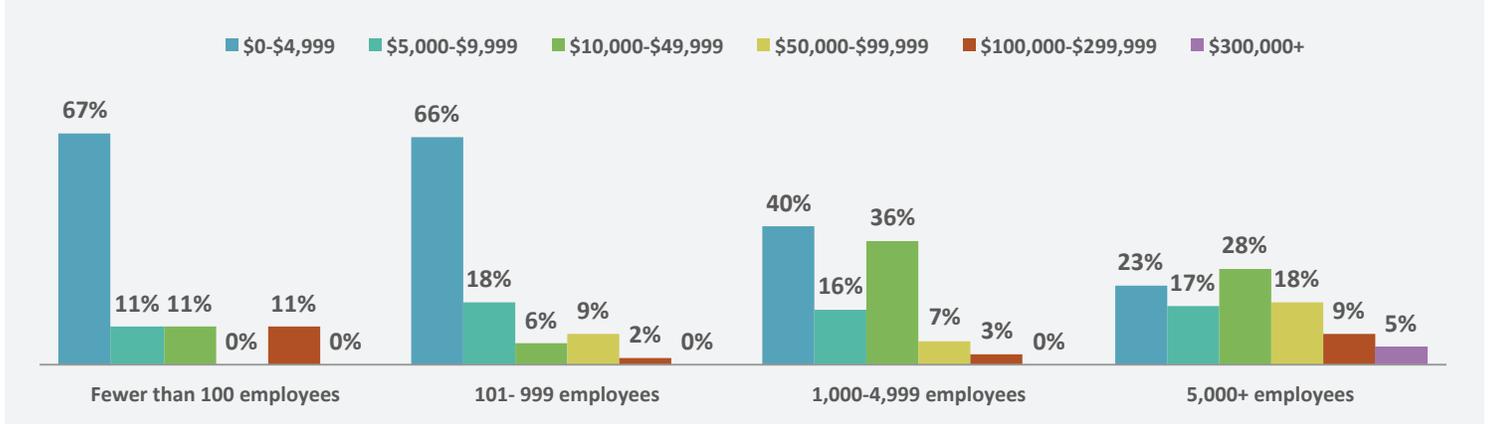
Organizations with larger budgets tend to use video to communicate with employees "frequently" (64 percent of those with a budget of more than \$100,000).

Organizations with smaller budgets are more likely to use video on an "as needed basis."

## How much do you spend on employee-focused video production a year (excluding staff salaries and benefits)?



## How much do you spend on employee-focused video production a year (excluding staff salaries and benefits)?



Size does matter. The larger the organization, the more likely it is to have a big video production budget. Almost half (46 percent) of those with more than 5,000 employees spend between \$10,000 and \$100,000 on video production, while organizations with fewer than 5,000 employees tend to spend less than \$10,000.

"I've seen great internal communication videos. Unfortunately, we are understaffed and have no budget for contracting for help."

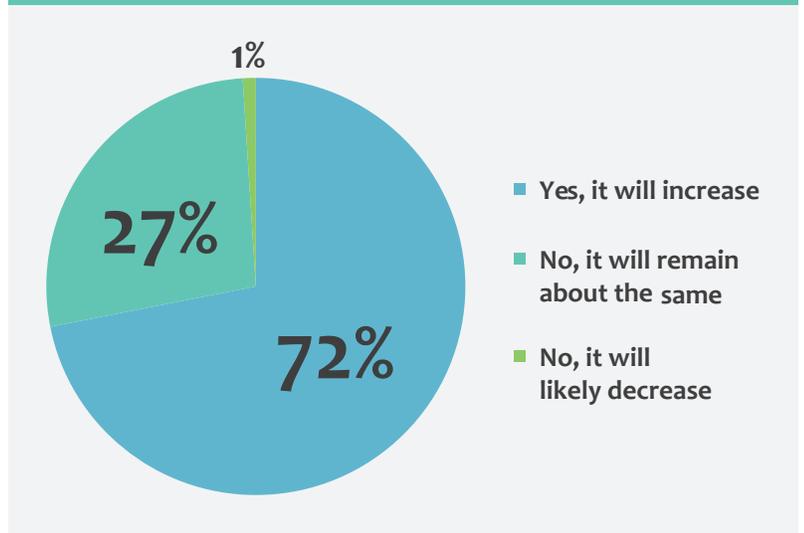
## MORE OF THE SAME?

Seventy-two percent say use of videos to communicate with employees will increase, with 27 percent anticipating that "it will remain about the same." A minute 1 percent of communicators say their use of video will decline.

Several commenters said they wished they could do more, and some cited budget restrictions and staff cutbacks. Others cited limitations caused by conflicting platforms. One even wrote that video wasn't effective: "In a recent employee communications survey, video was one of the lowest-ranking methods."

"[We] plan to use more channels, and more engaging channels, to increase employee engagement, and start conversations."

## Do you plan to increase your use of videos to communicate with employees this year?



# BENEFITS OF VIDEO

## TYPES OF VIDEO PRODUCED

Webcasting is growing in the industry, and a majority of our respondents use the medium to communicate. Fifty-eight percent of organizations produce employee-focused webcasts, which include video and slides.

Most organizations' employee-focused videos are webcasts with videos and slides (70 percent). Fewer produce live-streamed events (45 percent) or just audio with slides (41 percent).

The Goliaths—organizations with more than 5,000 employees—are more likely to use live-streamed events (56 percent). Smaller ones with fewer resources are less likely to do this: Thirty-three percent of those with fewer than 100 employees live-stream events. This compares with 26 percent of those with 101-999 employees, and 33 percent of those with staffs of between 1,000-4,999.

One nonprofit seemingly does it all: video messages from the CEO, events employees may have missed, new branding graphic standards, new employee introductions, featured work areas and thank-yous from its foundation.

"We produce weekly video news segments that are posted on our intranet site, as well as additional videos that help tell the story of our programs, services and brand."

## IF NOT, WHY NOT?

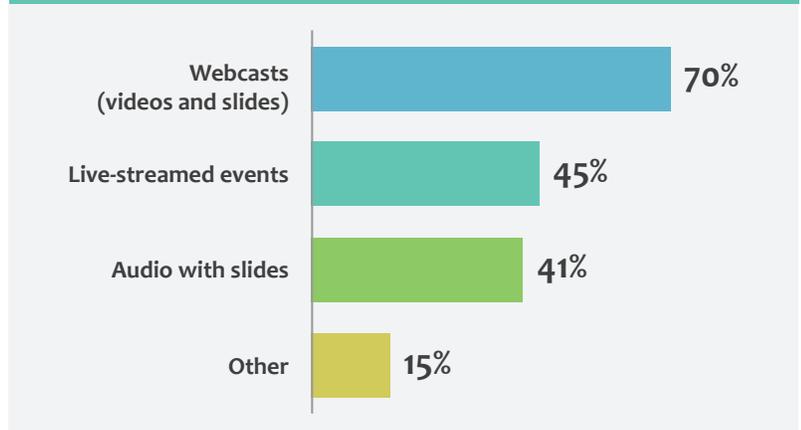
Barriers to producing employee-focused webcasts were similar to those that hindered employee-focused videos. Nearly 30 percent said, "We don't have the equipment," and 26 percent said, "We don't have the necessary skills."

Others complain that it takes too much time (24 percent). And 24 percent each said that there are too many technical problems or they had "no buy-in from corporate executives." Bosses: are you listening?

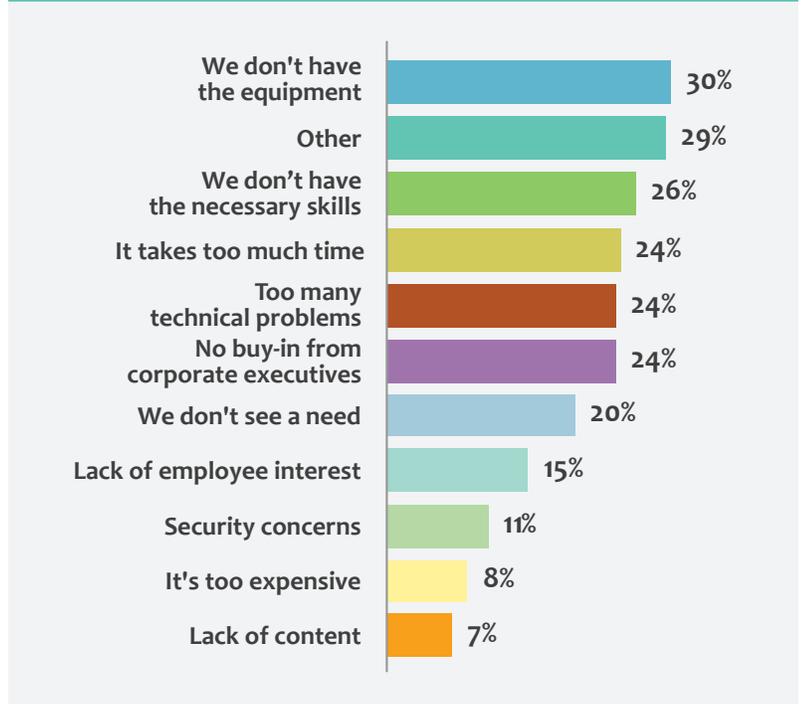
Interestingly, cost ranked low as a barrier on this question: Only 8 percent said it was too expensive.

"We are a manufacturing facility where there are 2,000 employees, most of which don't have access to a computer. We would have to stop production to do something of this nature. A large portion of our population likes face to face."

The types of employee-focused videos our organization primarily produces are.



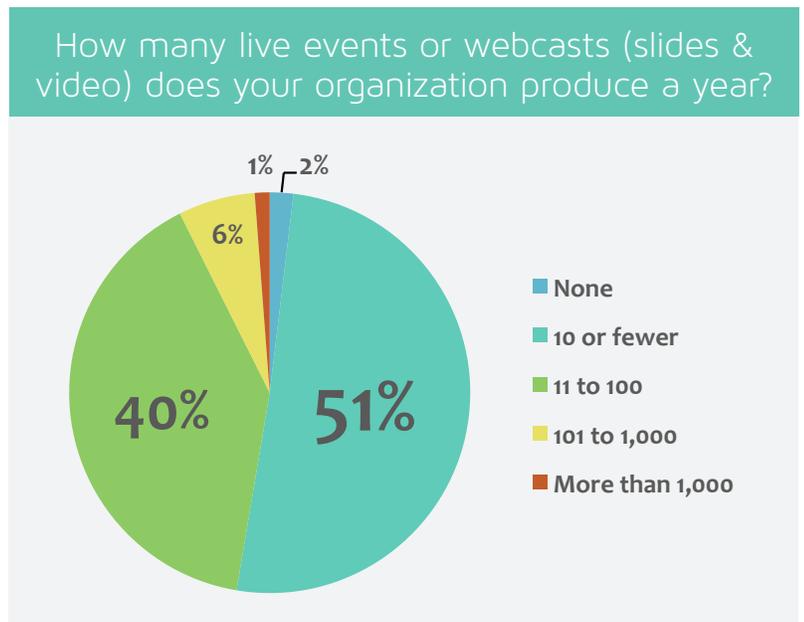
Why doesn't your organization produce employee-focused webcasts?



## FREQUENCY OF WEBCASTS

Most organizations produce 10 or fewer (51 percent) or between 11 and 100 (40 percent) webcasts with slides and video or live events a year.

Only 2 percent answered “none,” and 6 percent produce between 101 and 1,000. Cranking out more than 1,000 a year? Whew! You’re in an elite group of just 1 percent of our respondents.



## WHY USE VIDEO?

You’re trying to connect with them and drive home the message; it’s as simple as that.

The largest share—74 percent of organizations—use videos and webcasts for employee engagement. Also, many cite the medium as an avenue for learning and development (63 percent), and employee interest (56 percent).

Almost half use videos and webcasts because they reduce travel costs (44 percent). Are the bosses twisting your arm? Just more than a third (34 percent) of those who use videos and webcasts are mandated by their executives to do so.

In the comments, several mentioned the need to engage a far-flung, even global, workforce.

The reasons organizations use videos and webcasts do not vary according to their size. The leviathans are no more likely to have an executive mandate to use videos and webcasts than the Lilliputians do.



“Employees are expecting more interesting, relevant ways to get information, just like they do in the real world.”

## BOOSTED COMMUNICATION AND OTHER BENEFITS

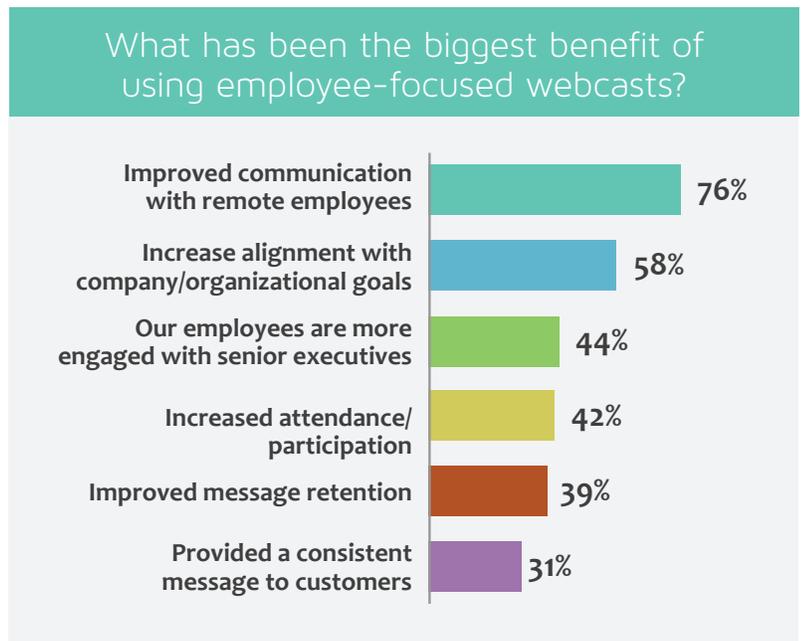
Communication with remote employees. Alignment with goals. Increased engagement and attendance. These are the big three benefits, according to our survey.

How does that break down? Some 76 percent cited “improving communication with remote employees,” while 58 percent said increased “alignment with company/organizational goals.” Forty-four percent felt their employees are more engaged with senior executives, and 42 percent liked the increased attendance or participation.

Big kids vs. the little guys? The smallest organizations—those with fewer than 100 employees—are more likely to see “alignment with company goals” as a benefit of webcasts (83 percent). For larger organizations, that drops. This benefit was cited by 63 percent of those with 101-999 employees, 60 percent of those with 1,000-4,999 employees and 58 percent of those with more than 5,000 employees.

That said, larger organizations are more likely to say their “employees [are] more engaged with leadership” than smaller organizations. This drew hurrahs from 51 percent of the giants with more than 5,000 employees, while only 33 percent of organizations with fewer than 100 employees cited this.

This benefit won the votes of 41 percent of organizations with 101-999 employees and 42 percent of organizations with 1,000 to 4,999 employees.



## LEARNING AND LEADERS

In each of two categories—training and CEO communication—65 percent of organizations use video, including live-streamed events, making these the two most common uses.

Other uses are senior management communication (56 percent), and product or service announcements (49 percent). Another 46 percent live-streamed town halls.



“Our CEO is an exceptional communicator who does quarterly team talks to a live audience and satellite offices. He also participates in and introduces our monthly video which focuses on various safety issues and current business performance.”

## HOW IMPORTANT IS IT?

It's clear that video is here to stay. Just under 90 percent say video is "important" or "somewhat important" to their organization. Only about 11 percent rate it unimportant, in varying degrees.

Work on a big staff? We all know how often someone misses the memo in a large workforce, and additional tools are needed. No wonder large organizations rate the importance of video higher than smaller ones do.

Fifty percent of organizations with more than 5,000 employees rate video as "very important to their employee communication program," while 44 percent of those with fewer than 100 employees say that. The figure is 20 percent for organizations with 101-999 employees, and 38 percent for those with 1,000-4,999 employees.

One mentioned "lunch n learn" video sessions for vendors, and several said they were moving toward launching town hall meetings. But others said live video is a small part of their mix.

"News and information sharing is the primary reason [to use video]," wrote one respondent. "We use a combination of professional production and mini-cam production (Flip cam). Think TV news style reporting for news, as well as senior leader messaging."

## RATING THE MEDIUM

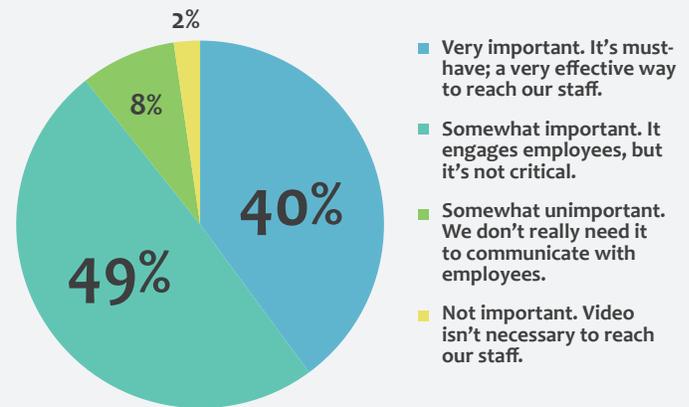
Most organizations like video. Nine in 10 respondents report that video engages remote employees "somewhat well" (62 percent) or "extremely well" (28 percent). Only 10 percent think it's a flop.

Some say it depends on the employees, working well for those on computers but creating bandwidth problems on mobile.

One joked, "Oh my stars. Salespeople HATE READING. Ha-ha. No, seriously. They love video."

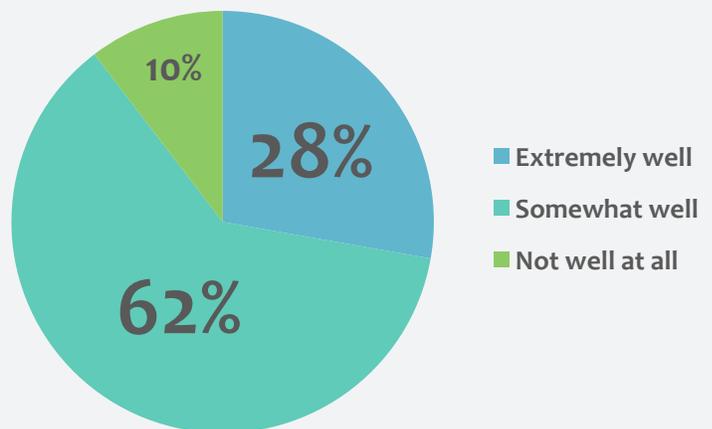
"Unfortunately we also have a large employee base that is in the field or work in call center and help desks. The time and ability for these individuals to watch a video is limited."

### How important is video in your employee communication program?



"It is the most important way to communicate with everyone, but it is the most under-utilized because I am frequently left out in the dark till the last moment. I am typically brought in to videotape someone talking from a script."

### How well does video engage remote employees?



# MEASURING SUCCESS

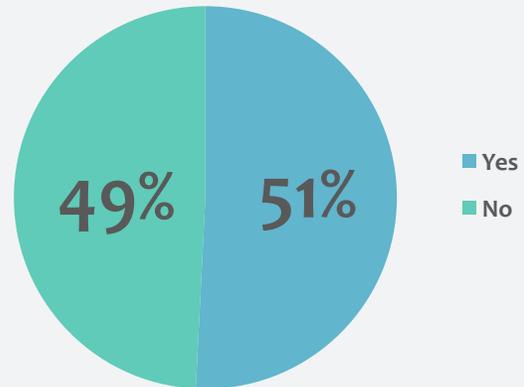
## PROVING YOU'RE EFFECTIVE

Video is an effective internal communications tool, most respondents agree. But how do you know? Does it work? You've got to measure—or so one might think.

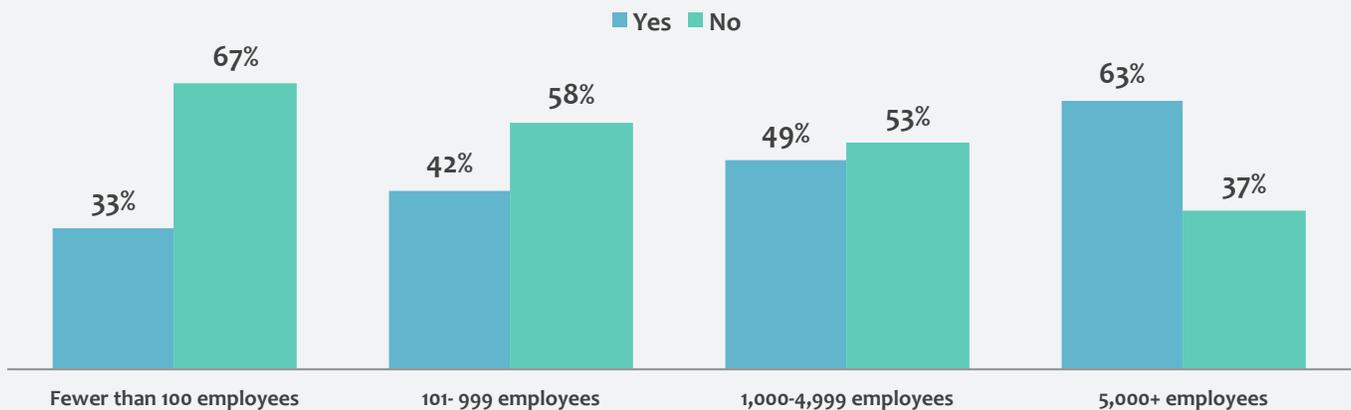
Yet only half of communicators are doing this. Asked, "Do you measure the effectiveness of employee-focused video?" 51 percent answered "yes."

Those with deep pockets are also more likely to measure the effectiveness of their videos: Eighty-six percent of those with a budget of more than \$100,000 measure.

Do you measure the effectiveness of employee-focused video?



Do you measure the effectiveness of employee-focused video? (Based on company size)



It may be a question of manpower. Bigger-staffed organizations are significantly more likely to measure the effectiveness of video than smaller ones. Sixty-three percent of organizations with more than 5,000 employees measure effectiveness. This compares with 33 percent of organizations with fewer than 100 employees, 42 percent with 101-999 employees and 49 percent with 1,000-4,999 employees.

"We are very committed to measurement and ROI for videos, so we use that to make our decisions about video."

## KEY METRICS OF MEASUREMENT

So, what do they measure? About 87 percent said total views were a point of measurement. Just more than half (51 percent) measure the number of comments, and 46 percent tracked the time spent watching the video.

Who cares what employees think? Well, some do: Thirty-five percent measure employee ratings. Eighteen percent of respondents analyze how often the video was shared.

In the comments, some mentioned email feedback, surveys, click-through rates to “push channels,” comment boxes and focus groups.

“We have a feedback loop for our monthly video but the option is not well used. The tracking methodology can easily be fudged and the ratings are subjective.”

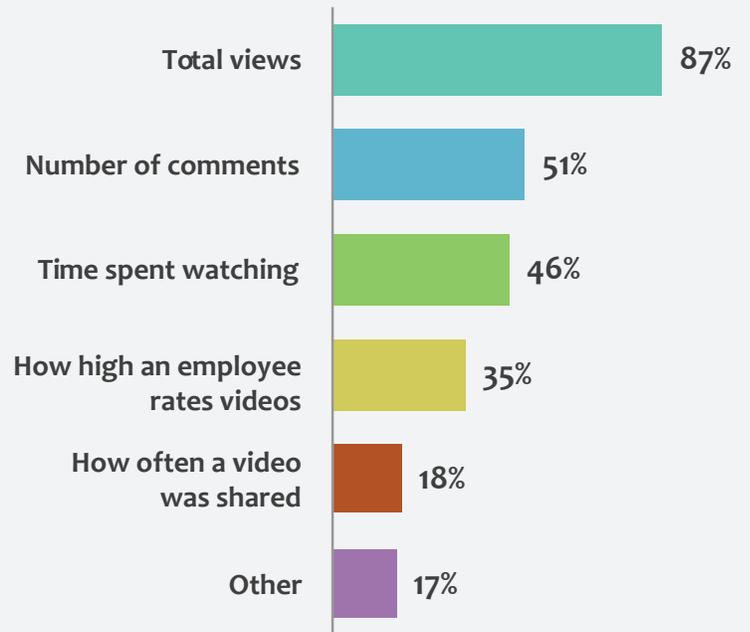
## YOU DON'T MEASURE? HOW COME?

Most of those who don't measure say it's “too time-consuming” (57 percent) or they “don't like the available analytics” (31 percent). Sixteen percent shrug, “It doesn't matter to us,” and 12 percent say, “It's too expensive”—which would explain the higher rate of measurement among larger organizations.

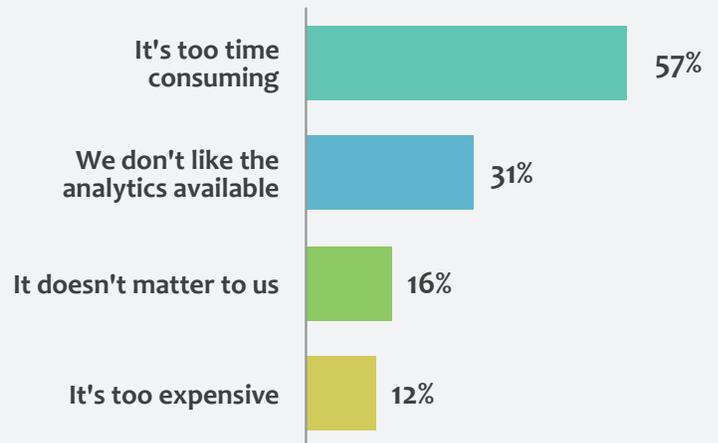
In the comments, some said they don't measure because of limited staff (“I really do need to measure but am just one person!”). For others, it's not about time, but “we don't know how.” Several admitted they were new at it, faced technological hurdles or just hadn't thought of it until taking the survey.

“We don't have the manpower to do it as our analytics and marketing intelligence divisions are in transition and growing. Hopefully this will be something we track closely in the future.”

### What do you measure?



### Why don't you measure the effectiveness of employee-focused videos?



## TOP THREE SECRETS TO SUCCESS

What makes a video good, as opposed to the duds that nobody watches or that don't get the message across?

Make your viewers happy, don't botch the production and don't leave anyone out. These are lessons that emerge from the survey.

Respondents say the top three factors for a successful employee video initiative are gaining positive feedback from employees (80 percent), having a good video experience without technical difficulties (71 percent) and making sure all employees can participate (58 percent).

Fewer (36 percent) cited analytics that met or surpassed goals. Not so important: interactive features within the video (13 percent) and post-event replies (17 percent).

"Well-written, well-produced video that is timely, accurate, honest and that tell stories from the shop floor, not just talking heads from the boardroom."

### What are the top three factors for a successful employee video initiative?



# PLATFORM FEATURES

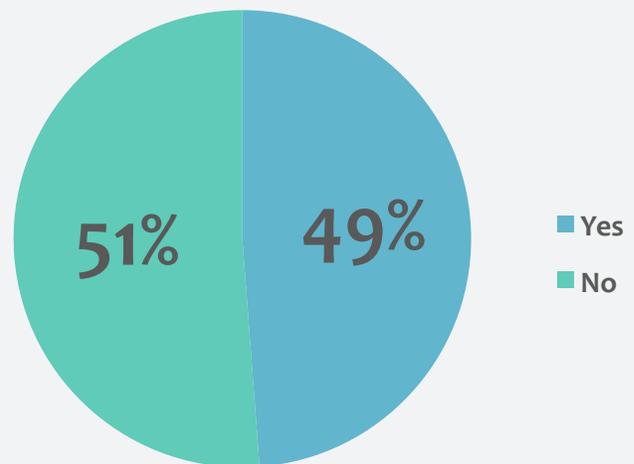
## AN INTERNAL YOUTUBE?

Social video platforms are revolutionizing communications in some organizations, but our survey shows this is still a new idea. Only 51 percent of our respondents have such a portal.

Organizations with larger budgets tend to be more likely to host a YouTube-like platform, with 59 percent of organizations with a budget of more than \$100,000 reporting they have one.

“We are launching an internal, YouTube-style channel for videos and leveraging an outside agency for this increase in production. However, we will continue to shoot our own stories depending on the angle.”

Do you have a YouTube-like portal where videos reside and offer interactive features?



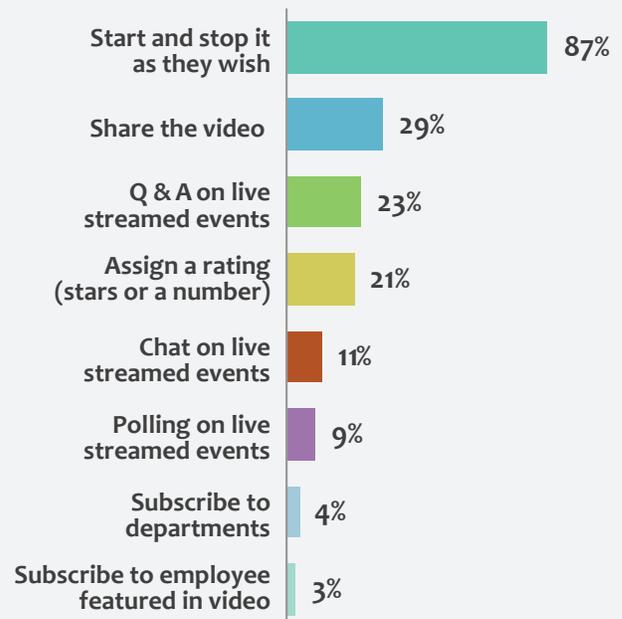
## SOCIAL FEATURES

Just about everybody (87 percent) allows staffers to start or stop a video as they wish. (Show of hands, now: Who doesn't let their employees do this?) But other commonplace features on YouTube and other social media have yet to penetrate most internal firewalls.

Star or number ratings? Only 21 percent allow this. Hey-Joe-get-a-load-of-this video sharing? About a third (29 percent) allow sharing. Subscribing to an employee featured in a video? Sorry, only 3 percent of employees can look forward to a notification whenever that cute girl or guy pops up in another video. All right, then how about subscribing to a department? Nope: just 4 percent.

And in most organizations, don't expect to get a question answered during live-streamed events; only 23 percent allow Q&A. Even fewer offer chats (11 percent) or polling (9 percent) during events. People: Save your questions for your managers.

Our employees can do the following on every video in a portal.



“Hahahahahahaha. ... None of these except using the player. Did I mention we use unpublished Flickr and YouTube channels because we have no money?”

## CAN THEY WATCH IT AGAIN?

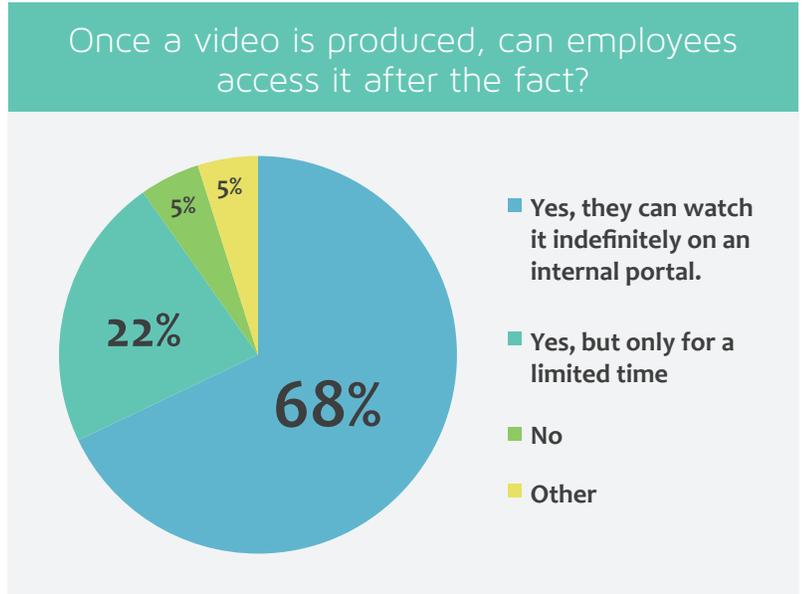
Most organizations report that employees can access videos on an internal portal “indefinitely” (68 percent), although others make the videos available only “for a limited time” (22 percent). Five percent answered “no.”

Another 5 percent selected “other,” explaining that it depends on the video or that the videos are kept just for a year to save server space.

In Tiny Town, video is more likely to be a fleeting experience. Smaller organizations with fewer than 100 employees are more likely to allow video viewing “for a limited time” (33 percent). Those with more than 100 employees are more likely to leave their videos accessible “indefinitely.”

Organizations with larger budgets tend to be more likely to host a YouTube-like portal in which their videos reside. Nearly 60 percent of organizations with a budget of more than \$100,000 report they have such a portal.

“General employee videos remain in our collaboration platform indefinitely, accessible to all. WebEx recordings of CEO all-employee meetings are available for a limited time.”



## TABLET? SMARTPHONE? WHERE CAN THEY WATCH?

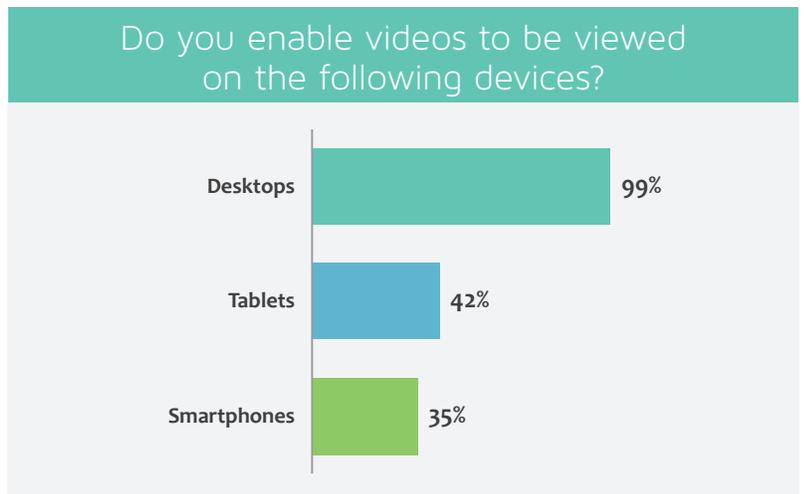
If you think big companies have it all figured out, think again. Larger organizations are no more likely to allow tablet or smartphone access to their videos than their dinky brethren are.

Almost 99 percent of all organizations enable their videos to be viewed on desktop computers. (The remaining 1 percent presumably rent drive-in theaters for viewings.) But far fewer enable viewing on tablets (42 percent) or smartphones (35 percent).

Lest you assume the fat cats have an advantage, budget doesn't seem to affect this area. Organizations with a budget of less than \$10,000 are just as likely to enable viewing of videos on tablets and smartphones as those with budgets of more than \$100,000.

For some, it's a work in progress. “Getting there,” wrote one company director, while another senior director stated, “We're working on access for additional devices.”

Different formats? IT folks at most organizations can breathe easy, since 64 percent don't use different formats for their videos depending on the end-user, such as employees in remote locations. Only 36 percent format differently in such cases.



“We just post it to Vimeo and send a link. You can view it on any device.”

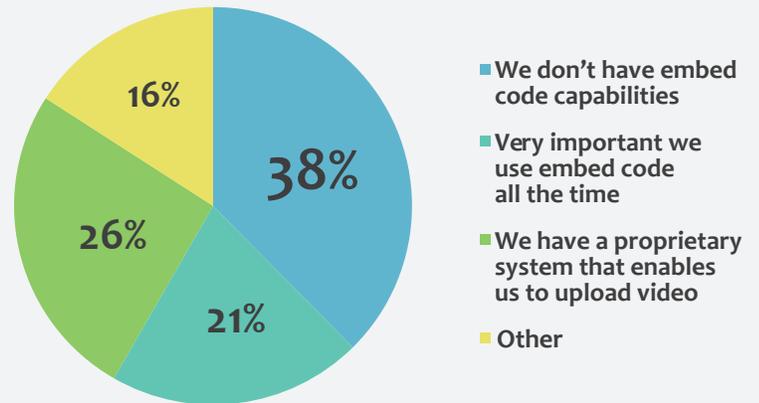
## DO YOU CODE?

How important is an embed code? Not very, judging by our survey. Only 21 percent say it is very important and they use it all the time.

But for many, it is less essential. The largest group—38 percent—say they don't have an embed code capability. Another 26 percent have a proprietary system that enables them to upload video. Only 21 percent answered, "Very important, we use embed code all the time."

Quite a few stated in the comments section that they don't know what an embed code is. Wrote one: "I copy and paste code in our news stories to post the video; that's all I know."

How important is it to use an embed code when posting to corporate portals and blogs?



"We also share embed code for some of our smaller affiliated businesses that don't have the same IT infrastructure as the parent company."

## CHALLENGES

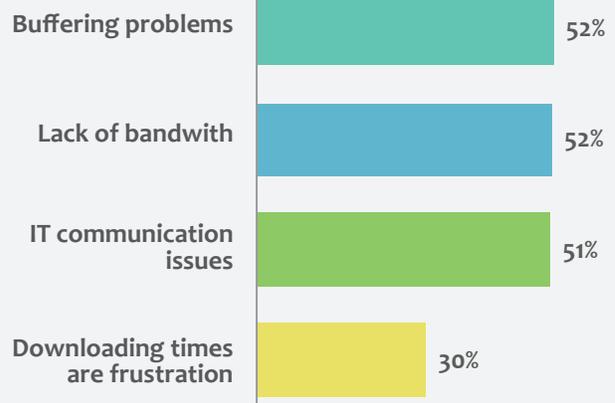
### DUE TO A TECHNICAL PROBLEM...

So you're using webcasts. Your communications problems ought to be solved, right?

Not so, our respondents tell us. Technical woes abound when producing webcasts. More than 51 percent each report buffering problems, lack of bandwidth or IT communication issues. Three in 10 gnash their teeth over download times.

Several wrote in the comments that they don't have technical problems at all. Others were concerned about ensuring security or spotty Wi-Fi.

What are the biggest technical problems you've encountered when producing webcasts?



"We have a lot of small offices with limited bandwidth. We have a significant proportion of employees who use virtual desktops with no audio output."

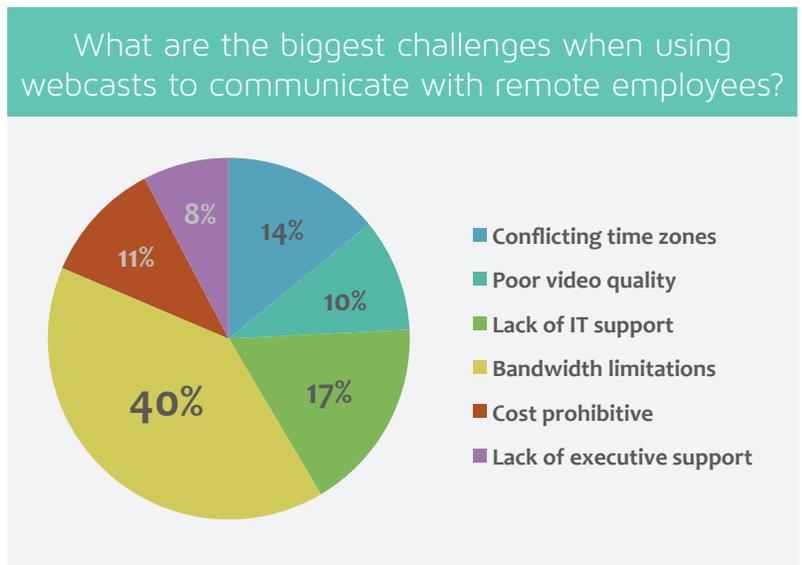
## REMOTE WEBCASTS

What gets in the way when you're providing remote webcasts for your Ulaanbaatar office?

Forty percent say bandwidth limitations are their biggest challenge when reaching remote employees through webcasts. Lack of IT support trips up 17 percent of respondents. And for the love of Pete, double-check the time difference before you schedule that 2 p.m. webcast: Conflicting time zones was a problem for 14 percent.

Big vs. small? Little guys, time to gloat: Larger organizations are more likely to complain about buffering problems, download times and lack of bandwidth. On the other hand, the Hulks can snigger about the hobbit-sized organizations' heavier level of complaints about IT communication issues.

Nor does having a larger budget solve all the glitches. The fat cats gripe as much as their poor cousins about buffering problems, lack of bandwidth and downloading times. But organizations with budgets of more than \$100,000 do tend to grumble less about IT communication issues than those with smaller budgets.



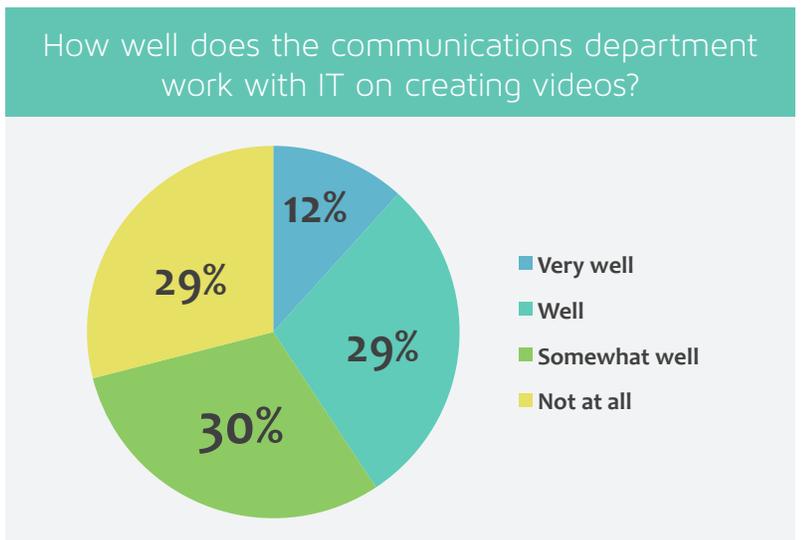
"Yes, I would say [the challenge] is IT communication, in trying to get them to understand that we need to deliver it to mobile."

## IS IT INVOLVED?

Trying to get an employee video out the door? For half of our respondents, that doesn't require a trip down the hall to IT. Fully 50 percent of communicators rarely work with IT on the matter.

Some 14 percent "constantly" do, while the rest (36 percent) work with IT on an as needed basis.

Us? We're big fans of the computer guys. But not everyone out in Communicator Land likes venturing into IT's lair, with all those Matrix posters, bobblehead toys and inflatable Fred Flintstone clubs.



Only 12 percent say they work very well with IT. About 30 percent each work "well" or "somewhat well" with IT. And another 30 percent answered "not at all."

But when it comes to working with IT, money can buy love. Employees of organizations with smaller budgets were more likely to work "not at all well" with the IT department. Thirty percent of organizations with a budget less than \$5,000, and 37 percent of those with a budget of \$5,000-\$9,999 report problems.

# **SPONSOR: IGNITE TECHNOLOGIES, INC.**

## **IGNITE PROVIDES INNOVATIVE SOLUTIONS FOR ENGAGING YOUR EMPLOYEES.**

### **MEDIA PORTAL**

The Ignite Media Portal provides a social interface where authorized employees can easily upload videos, audio, presentations, or documents. Employees can then subscribe to channels or authors, rate videos, make comments, or share the content with other employees.

### **WEBCASTS**

Are you interested in setting up a webcast directly from your desktop to engage your team for a quick meeting? Ignite has a new tool called SelfCast, which enables you to use your webcam, share your presentation, and stream it live to your team—and it takes just minutes to set up.

### **LIVE STREAMED EVENTS**

Do you have a live event coming up with your CEO? Ignite can help! At the next all-hands meeting, your CEO can talk face to face with employees worldwide. Employees can chat with colleagues and ask questions through our moderated Q&A module so everyone feels part of the experience. Ignite's analytics module enables you to create reports to prove increased employee engagement with a new "corporate YouTube" initiative.

### **BANDWIDTH CHALLENGES**

Ignite is a SaaS solution. That means no hardware is deployed, which eliminates concerns IT often has with corporate video distribution. Every employee will have the same great viewing experience—without buffering—no matter where they are located across the organization.

### **PARTNERS**

There are a few things we don't do. We don't create content, nor have our own camera crew. But we have lots of competent partners that can work with you directly to help with your event or develop an internal video initiative program.

If you have any questions, just take a look at our website, [www.ignitetech.com](http://www.ignitetech.com), and contact us.