



KEN FRENCH MEDIA

Creative Media for Business Communications

MEETINGS AND EVENTS

The biggest cost of holding meetings and events is often the opportunity cost of the participants' time. Any investment you make to increase the value of their time is money well spent.

Allocating just 5% to 10% of your meeting or event budget to media production will greatly improve the effectiveness of your communication. And that's what it's all about, isn't it?

Ken French Media works with your organization throughout the entire lifecycle of the event:

- **Before the event**, by pre-producing custom video segments that add excitement and relevant content to the meeting.
- **During the event**, by videotaping and editing the event highlights into a professionally produced video that can be shown to attendees to recap the previous day or to close the event on a high note.
- **After the event**, by collecting, editing and publishing video and presentation content from the event into a convenient DVD or CD-ROM disc, or preparing streaming media files that can be viewed over the web.

Why is video successful? For three simple reasons:

- **It Fosters Trust:** Trust is given to people, not organizations. Video creates a level of trust unparalleled by text and graphics by showcasing people. Whether you're selling, training, or communicating, video gives your audience a reason to believe.
- **It's Memorable:** 55% of the information we interpret is from facial and body expressions, according to a UCLA study. Don't just be heard, be remembered.
- **It's Engaging:** Video captivates your audience with a compelling experience. We know from experience this motivates action – action that makes you more successful.

Call 802-425-5200 or contact us at ken@kenfrenchmedia.com to discuss your next meeting or event, or to request a sample reel.