



**SEMINAR:  
THE USE OF VIDEO AS AN EFFECTIVE  
COMMUNICATIONS TOOL TO THE MEDIA  
AND COMPANY STAKEHOLDERS.**

Video for the web is no longer an exotic product but is now an essential communications tool. As circulation figures for print media steadily decline, there has been an exponential rise in the number of people getting their information from online sources. This has in turn led to massive investment in the online news model.

The advantages over the printed page are obvious. Most important is the fact that a rolling news agenda can be addressed throughout the day with multiple page changes that take full advantage of their ability to use rich media in the form of pictures and videos. This effectively turns traditional print publications into broadcasters, but as a consequence they have a voracious appetite for content.

**Scott Shillum, former national newspaper picture editor, CIPR “Breakfast Briefing” speaker and regular contributor to Gorkana,** explains the many different types of video that can be commissioned from B-roll to corporate film to webcast and how best to advise clients of their various uses. He also explains how companies can unlock existing video content and re-purpose it for ‘new media’ usage.

Designed primarily for account executive / account manager experience levels, Scott would be delighted to come and present to an appropriate audience (minimum 5 people) free of charge.

**To take advantage of this invaluable seminar, please speak to Joanne Bridle to check availability and arrange a suitable time:**

**020 7613 2555**