



## When Does a Corporate Video Add Value?

A professionally made corporate video production can greatly enhance your company profile and can be used in a variety of applications. Listed below are a number of the most common uses for corporate video.

### Promotional Video Production

A promotional video is a dynamic, fast moving commercial, often with a musical accompaniment, and can be used to promote any of the services or products that your company has to offer.

Promotional videos are used for a variety of purposes. They can be used to engage the audience at the introduction to a multimedia sales presentation, conference, or training seminar and are also very often used running on a loop on exhibition stands and in company reception areas. These promotional videos can also be incorporated into CD ROMs and DVDs as an introductory piece.

Promotional videos can be highly effective and powerful at communicating your company's strengths in a dynamic and exciting way. The same video promo can also be used for a variety of applications, thus reducing filming expenses.

### Executive Broadcast Video Production

One of the biggest problems facing directors of large multi-national companies or plc's is attempting to communicate on a personal level with their immense and geographically diverse audiences. Executive broadcast corporate videos enable the senior member, or members, of a company to dedicate a couple of hours of their time to being interviewed, and tackling any major questions or issues which may have come to light. By using a corporate video, they save themselves the huge cost, and time, of travelling from place to place attending conferences in order to achieve the same result.

An Executive Broadcast can be used for a multitude of corporate and training video applications, from welcoming new employees to a company, to communicating new management strategies or simply sharing your vision of the companies' future with your staff. Corporate video production can provide the ideal means of explaining your businesses core values to the customers, and can even be the perfect medium for communicating price sensitive announcements to city institutions and the press etc. There are many other uses for executive broadcasts and video production companies will work with your business to create tailor made executive broadcasts to suit your company.

### Customer Testimonial Video Production

Customer testimonial videos are recorded interviews where a customer is asked to give their feelings on a product or on a company's service. Customer testimonial video production is becoming increasingly essential in the current business climate. Customers often like to hear the opinions of their fellow consumers, and customer testimonial corporate videos can be the ideal way to communicate this information.

Customer testimonial corporate video can be in the form of short clips of customers describing their reaction to a product or company, or maybe longer interviews of customers dealing with specific or more in depth viewpoints.

Customer testimonial video production can be used for a variety of purposes, from forming part of a video promotion, as an endorsement on exhibition stands, as part of a general sales presentation, or even to be used on an e-business card, and then given out at events, exhibitions, meetings etc. Customer testimonial videos can even be useful when assessing one's own business, as they can be used to create video case studies of customers, and thereby assess the product from the customer's side.

## Conference and exhibition Video Production

Conference and exhibition video production can take the form of entire programmes of their own, or just as short clips to be incorporated into another, longer corporate videos that report on conferences or exhibitions that companies have held.

When a company has a large event, or exhibition, it is not always possible for all the people who need to attend to be there, but with so many issues being discussed and products being demonstrated, with conference and exhibition videos, these events can reach a much broader audience. The relaxed environment at these type of events, enable a much more laid back attitude to come across from the people being interviewed, and it is easier to get an honest opinion, something which can never be undervalued in any business.

Once filmed, conference and exhibition videos can either be put onto DVD for video presentations, or distributed on CD-ROM, through the internet or via your company's intranet.

Once an event has been filmed, it can be put to a variety of applications, from the obvious use of providing a record of the event for all who were unable to attend, to taking simple sound bites of interviews for incorporation into sales and marketing presentations. Conference and exhibition corporate videos also provide a great opportunity to capture presentations from guest speakers that the people who couldn't make it to the event would miss out on. A good corporate video production will reflect the atmosphere at the event, and can be an excellent way to encourage staff and/or customers to come to these events in the future.

## Video Production for Tourism

The medium of video is unequalled in promoting the full tourist experience to potential visitors, with video production being an ideal way of marketing the amenities, attractions, and individuality of a city or tourist destination on an individual, local or even international level.

In the form of a CD ROM or DVD, the potential scope for video production for tourism is immense. A video will allow viewers to interactively explore a given destination, take a virtual tour around a hotel or enjoy a guided trip around a city with a well known presenter.

Most reputable video production companies will offer to create a tourism video, DVD or CD ROM as part of a larger marketing package, creating eye-catching packaging and inserts to complement the promotional program.

Article written by [Joel Loader](#), I-MOTUS is one of the UK's leading corporate and training video production companies. Our team uniquely combines proven business savvy with some of the television industry's brightest creative talent to provide a fresh approach to the most challenging of marketing and communication briefs. <http://www.i-motus.com/> - IM01EZ

