

Interactive Workshop 3 – VIDEO

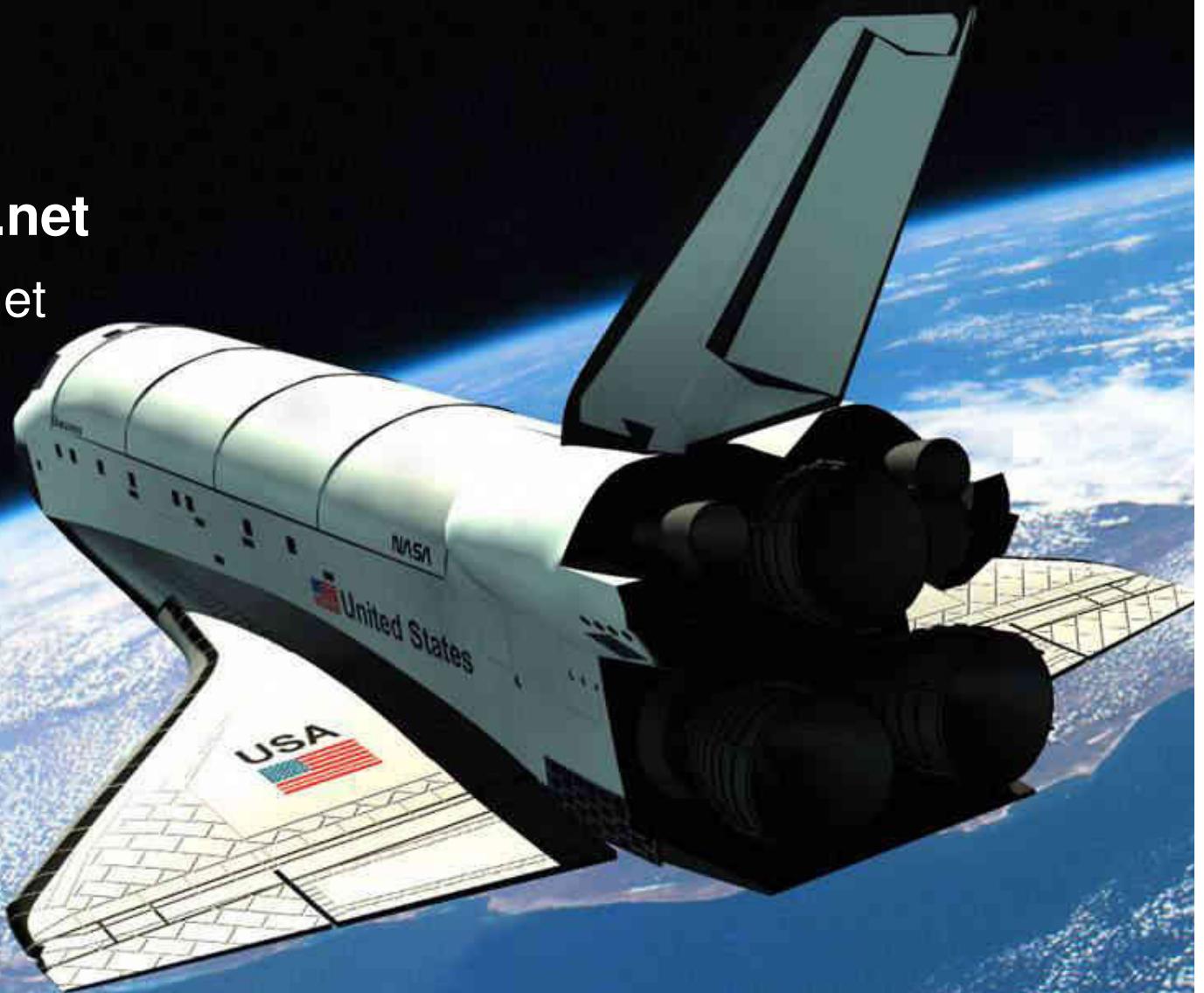
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The format of this session...

- DISCOVERY! - an interactive discussion session – It's NOT a SLIDESHOW
- We will:
 - Identify and list issues and aspects of “Video”
 - Elaborate each point with flip-chart and pens
 - Collate the output into something meaningful



You may wish to use your mobile phone camera to capture the output notes

Our agenda...

“If 2009 was the year that social networking came of age, then surely 2010 is the year that video reaches its tipping point. Everyone loves it but who's making money from it, and how? How can you price it, sell it, and manage it?

This workshop will bring together the ideas and opinions of experienced executives to discuss the challenges and opportunities that the medium presents.”



Just some of the topics we'll discuss

**Business
models**

**Sales
channels**

Placement

Production

Quality

Distribution

Competition

Value proposition

**“If I could do
it all again...”**

**Managing
expectations**

Resourcing

...what others will **YOU bring...**

Who are we...

- 30 seconds each please
 - Your name
 - Role / position
 - Company (or Business Unit is a subsidiary)
 - Size of Company or Business unit (# people)
 - Doing anything with video? What?

What do you want from this..?

Hands up...

any particular topics to cover

Flip-chart discussion of issues

for those unable to make the session, I will distribute discussion notes after the event