

# Six Common Presentations That Should Include Video



## EMPLOYEE ONBOARDING



### WHY VIDEO AND INTERACTIVITY WORK

- Deliver regular on-demand information to new hires
- Reach larger audiences
- Test employee knowledge with quizzes

### HOW TO USE VIDEO & INTERACTIVITY TOOLS

- Invite new hires to create personal introductions in lieu of email introductions
- Invite experts to video-specific training content
- Welcome new hires with executive commentary

## SKILLS TRAINING & DEVELOPMENT



### WHY VIDEO AND INTERACTIVITY WORK

- Many skills need a show & tell approach
- Add personality and expert knowledge to dry info
- Test knowledge and issue compliance certifications

### HOW TO USE VIDEO & INTERACTIVITY TOOLS

- Create pre-training class overview video - a proven way to increase participation & engagement
- Coach and improve skills development with video
- Provide certifications at end of training courses

## COMPANY MEETINGS & QUARTERLY UPDATES



### WHY VIDEO AND INTERACTIVITY WORK

- Reach large & remote audiences-live and on demand
- Encourage feedback with Q&A
- Add supplemental materials

### HOW TO USE VIDEO & INTERACTIVITY TOOLS

- Show the personality of the company's executives
- Share all quarterly results in one interactive portal
- Keep employees in the know with live and on-demand presentations they can look back on

## ANALYST REVIEWS & INVESTOR UPDATES



### WHY VIDEO AND INTERACTIVITY WORK

- Showcase analyst personality and knowledge
- Control access to information with security features
- Consistently include compliance notifications

### HOW TO USE VIDEO & INTERACTIVITY TOOLS

- Improve viewing experience providing one spot to find webcast, slides, and financial news
- Analyze viewer behaviors to improve future reviews
- Quickly update analysts all over the world

## PARTNER ONBOARDING & TRAINING



### WHY VIDEO AND INTERACTIVITY WORK

- Reach global and remote partners quickly
- Train and test program, product, and processes
- Conduct live & on-demand training with consistency

### HOW TO USE VIDEO & INTERACTIVITY TOOLS

- Eliminate the need for in-person training sessions
- Test partner knowledge with consistent assessment
- Provide product and strategy updates regularly

## PRODUCT OVERVIEWS & TRAINING



### WHY VIDEO AND INTERACTIVITY WORK

- Create scalable programs and scheduled content
- Add video for more credibility and engagement
- Measure engagement level with interactive features
- Determine knowledge retention with assessments

### HOW TO USE VIDEO & INTERACTIVITY TOOLS

- Allow for on-demand question & answers
- Create a branded portal for feature videos
- Improve understanding with interactive videos