

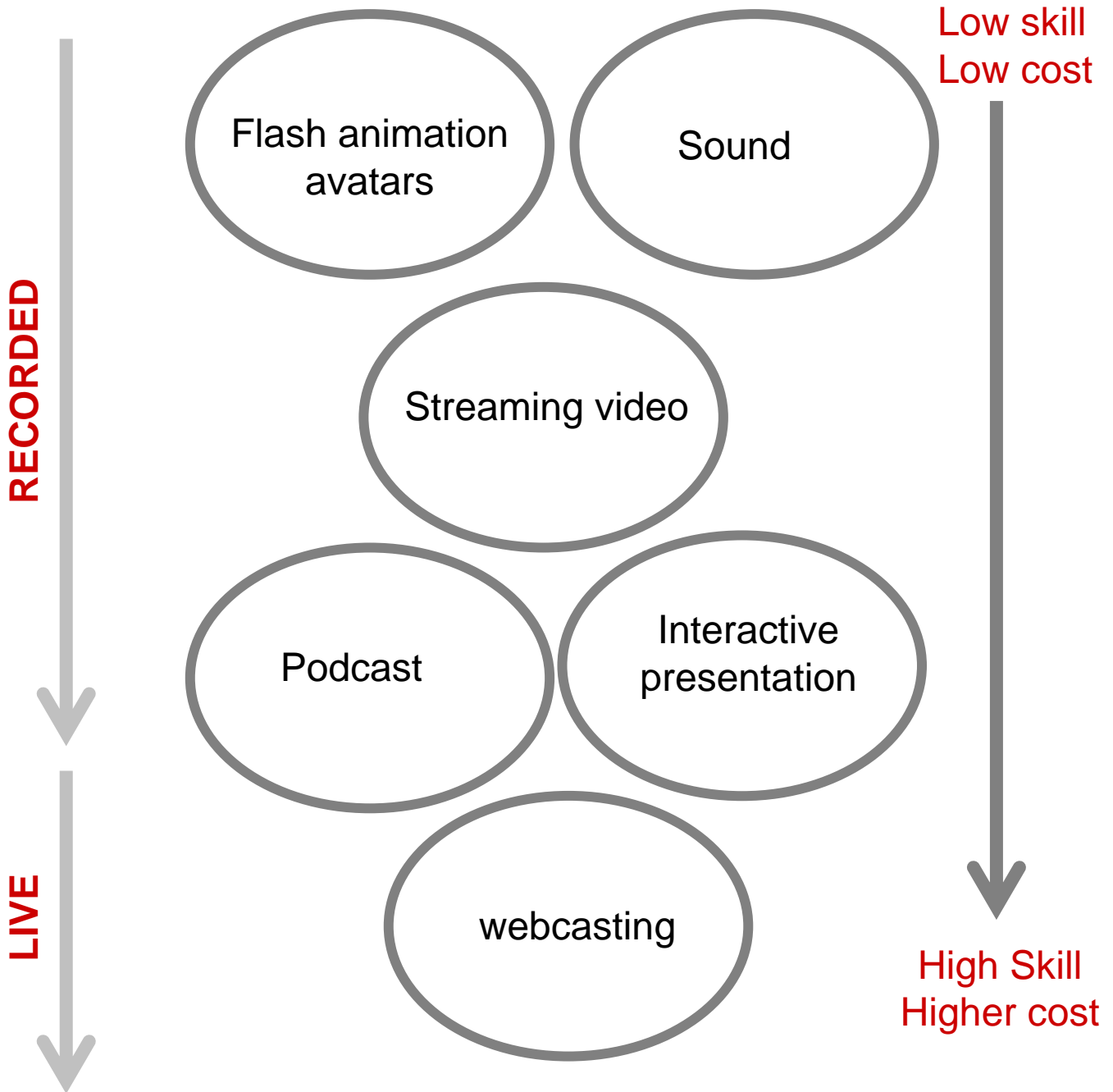
CEO TIPS – why cast!t?

- At every level the opportunity to connect to your staff, customers and the press is always best when it comes first hand from the most senior managers.
- Most plc's today have sophisticated online investor relations communication tools such as webcast, interactive presentations, vodcast and live streaming of important events. If you are a plc and do not have these then please contact Greenfield! immediately.
- For all business who wish to communicate more effectively online then using a podcast, videocast or some kind of multi-media is becoming the norm.
- Podcasting which is audio only and may be linked to an interactive presentation is simple, effective and low cost. (You could do this in house with only staff time as a cost, all the tools are free online)
- Webcasting which involves filming, editing and must have good production levels is more expensive. Starting cost here would be £1000.
- The key point, however, is communications is now a battle for ear-time, and eye-time. Journalists, customers and staff are becoming used to receiving information online at broadcast quality. They expect business to communicate in a similar way.
- What also appears to be happening is that senior managers, and CEO's are now expected to be seen and heard. There's no hiding anymore! The best publicity for any business is for you, the CEO, to communicate in this way but online and recorded.
- Being filmed and coming across professionally requires training but podcasting (just your voice) is easy to achieve and very powerful if linked to a presentation.

You can create a podcast in 90mins

- This is a simple and almost free way for you to prove to yourself that podcasting is possible and effective, and I recommend it to any CEO who is a PC user.
- Pick a Sunday, when its raining, take you laptop home and buy a microphone for it on the way home. You will need a broadband connection at home to do this
- Go to blogger.com and set up a blog page for yourself. It is simple and confidential. (12mins)
- Go to google and set up an igoogole account for yourself (8mins)
- Click on the 'add stuff' link on the igoogole page
- In the search for gadgets page type 'myvox'
- Add 'myvox Voice Blog admin' by clicking on 'add it now'
- You have now completed the first step. The next step is not compulsory but will save a lot of money. (15mins)
- Go to Skype.com and download the application, sign up and buy £5 of call time. Don't forget to plug in your microphone and do a test call. The reason for Skype is that this will save you money when recording your podcast. (20mins)
- Once Skype is up and running. Sit down with a cup of coffee and write your podcast. This could be your report to the board, or a presentation to your marketing team on using technology to promote the company! (20mins)
- Now return to igoogole and record you first new post by clicking on the red button and following the instructions. Call using Skype and use the # key with your cursor in the Skype box to check and play your recording. (5mins)
- Return to igoogole and listen to your recording, (you will need to refresh the page to see it). Put in a title and then click the 'add to your website' button follow the instructions, which will mean copy pasting the code into your blog page or you can 'add a gadget' in your blog admin settings. The podcast player will then appear on your blog (10mins)
- That's it done, now email the link to your blog to a fellow director!

Summary



The Greenfield solution

- As experts in strategic marketing we will give you an overview of the need within your organisation for these tools.
- We will educate, train and integrate the solution into your organisation
- We will personally and confidentially coach all staff required on verbal and physical presentation skills.
- We will copywrite and prepare content where necessary
- We will provide an unbiased report on the best technology available
- We will then manage the technology provider and integrate into existing systems.
- We will direct the filming of webcasts and manage the approval process for broadcast
- Will ensure that the results are measurable and set up systems to enable all managers to receive real time reporting.
- We will create content ideas that build your brand