

Media Training and Consultancy



If you're concerned that you might not have the experience to appear on television, we can help. We have trained thousands of people over the past ten years and will guarantee to give you the confidence to make the most of this opportunity. We train in television, radio, print and public speaking. Equally important is that your messaging is effective, so our experienced journalists can advise on how best to position your story. We work with clients to develop robust messages which will enhance the brand and turn around negative perceptions. We can also advise on your long-term stakeholder engagement strategies and communications planning.

The EdgePlayer Now everyone can broadcast!



The primary barrier to organisations engaging their stakeholders through constantly refreshed news, features and interviews using on-line video is the perception that broadcasting is complex to set up and expensive to maintain. That's why WebsEdge have introduced the EdgePlayer, your own on-line media player, with your own branding, that sits on your website. It's managed completely

by us, so is no drain on your own resources. We supply and host it free of charge and offer a variety of affordable, highly cost effective package options – from practical 'how to' videos to complete documentary series – to suit your specific requirements. Each package includes full journalism and production services, and we can put video on as many pages within a site as required. For a demonstration, click on www.websedgetv.com/edgeplayer.



To find out how easy it can be to secure a key communications advantage, contact Matt Waring or Candice Odhams at WebsEdge on 020 7 612 1830.

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WebsEdge are world leaders in web-based TV channels for the public and private sector. From mini-documentaries to hosted multi-media channels where film, text, graphics and interactive elements are refreshed several times a day, we can help you engage your stakeholders in a relevant and compelling way.

Our services are delivered by top-tier former ITN and BBC television news journalists and producers, who are adept at working fast and professionally to tight deadlines.

We can create and manage on-line channels or simply provide film and text content for your own channels or website.

Broadcasting Services

Web TV Channels

A web TV channel is an ideal solution for an organisation that has a high degree of accountability to multiple stakeholders who expect to be kept informed of the organisation's activities. It's a perfect medium for organisations that have complex structures, global operations and a high requirement for knowledge transfer. It supports organisations that need to demonstrate sustained thought leadership, corporate social responsibility, or stakeholder engagement, whether internal or external. In other words, it provides a longer-term solution when one-off initiatives will not deliver what's required. WebsEdge has created highly cost effective packages of tailored year-round services. We deliver constantly refreshed news, features and interviews through one or multiple TV channels accessible from your website or intranet.

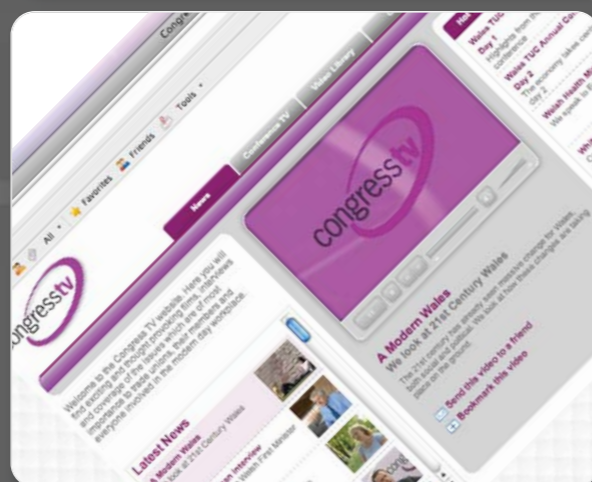
Conference TV

WebsEdge builds partnerships with prestigious organisations to produce programmes around their conferences. This is a free of charge service for the conference organiser, which we fund through sponsored film segments on key issues. We capture news, interviews and speech highlights from the event and then broadcast these bespoke branded films on plasma screens around the venue. We broadcast the programmes in delegates' hotel bedrooms, on the conference website, and, for community related conferences, on public channels. After the conference, we can give you the footage to broadcast on your own website. This combines regularly refreshed content with interactive technology for the benefit of communities who are interested in the subjects covered.

Communities of Practice TV

Where groups of organisations frequently meet at conferences to discuss joint issues, we can create an industry or professional channel as a repository of best practice. We already run the *Local Government Channel*, www.localgovernmentchannel.com; *Global Health TV* www.globalhealthtv.com; *Congress TV* channel www.congresstv.tv; and *ICMA TV* channel www.icmatv.com. Conference videos and presentations are supplemented with bespoke, year-round daily news content, articles and

interactive features by our teams of journalists. We can create added value elements such as award schemes, where finalists' stories are filmed to enable stakeholders to vote for them. The Council Worker of The Year Awards, which we set up for our *Local Government Channel*, attracts hundreds of thousands of on-line votes from the British public each year. Other interactive features of our channels include *Global Health TV*'s 'From The Field' video upload facility. This allows medical, aid and care workers in developing countries to showcase their work, share experiences, solve problems and attract funding.



Content Services

News Documentaries

The YouTube and iPlayer revolution has shown just how popular video on demand has become. But not all videos have the same effect. Live webcasting is immediate, but images of 'people in suits' delivering presentations often don't engage mass audiences unless the news is eagerly awaited by all. A balanced feature film, however, goes into multiple locations, talks to your external stakeholders and your staff, records what is happening and showcases best practice which others can learn from – all in the space of five minutes or less. That's the type of film that larger groups of stakeholders will watch. For smaller groups of stakeholders, such as senior management teams or investors who need regular up to date briefings from board members or partners, we can produce simpler but still visually varied films.

Jobs TV

Clients who have difficulty recruiting for certain posts, who want to attract the best graduates, or who are relocating, call us to produce video profiles to showcase both individual positions and wider departments. Holders of specific jobs talk about their work as they carry out their tasks. We also create films about relocation areas to which staff will be moving or which require staff, showing the area's potential, amenities and attractions, and interviewing others who have moved there. Video is a highly effective way of attracting people not only from the local area, but also from further afield. See what happened in the City of Norfolk, Virginia! www.websedge.com/#na. Additional enhancements we can offer include creating a video portal page to complement your existing online recruitment solution.

Training and Education Films

If you have an ongoing requirement for case-study based training, education or campaign materials, but don't require your own channel, we can create an on-line film library for you - providing a combination of teaching, demonstrations, case studies, feedback and commentary. Millions of British citizens, for example, have learned about different health conditions by watching our films on the NHS Choices website.

