

50 Ideas for DVD

1. Corporate Video can present an overview of your products, people and culture.
2. Staff communication with messages from the MD, annual results, production targets.
3. Voice of the customer videos bringing the customer's business and expectations to staff.
4. Training videos - explain tasks visually, good vs bad service, repeatable, consistent messages to all staff.
5. Team videos - share team experiences with the rest of the workforce such as process improvements.
6. Special events happen only once, capture them on video, present videos to attendees as a memento.
7. Exhibition videos capture the attention of passers by, break the ice for your sales team, have impact.
8. Induction videos explain procedures to new staff in a memorable, consistent and repeatable way.
9. Safety videos show staff what to do in an emergency, how to avoid injury, how to handle dangerous goods.
10. Benchmarking videos show best practices and share experiences with staff and other companies.
11. Use video clips on your website to provide an interesting insight into your products and services.
12. Project videos capture each stage of a project in order to share methodologies and success with staff.
13. Use a DVD to present selectable foreign language versions of your corporate video.
14. Video content on DVD or laptop brings your Powerpoint presentation to life.
15. Innovation videos show your customers how you are improving service, products and leading the industry.
16. Archive videos capture your company history on tape or CDROM, updated with major milestones.
17. Customer service videos show the faces behind the names and encourage customer loyalty.
18. Construction videos show each stage in the construction of a building for the customer & future promotion.
19. Video News Release - press releases and video clips for television - promoting a newsworthy aspect of your business.
20. Portable sales DVDs - take your video material with you on the road with a portable DVD player or laptop.
21. Show your products from a different perspective - from high shots to microscopic detail.
22. Show your facilities in action, ideal for hotels and conference centres.
23. Compress or expand time - as fast as a bullet or slow as a flower opening - video can capture the action.
24. Put your sales catalogues on video - show your products in action - add emotion to your catalogues.
25. Before and after comparisons - recorded from identical locations see the contrast between old and new.
26. Shareholder information videos - keep your major shareholders up to date with company performance.
27. Workbench videos - provide video manuals of complex operations for use at the workplace.
28. Demonstrate your merchandise with a point-of-sale DVD running next to your display of products.
29. Provide a DVD instruction manual with your product - ideal for complex operations to enhance ease of use.

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30. Case study videos show your company in action - how you satisfied a customer, improved your service, tackled a problem etc.
31. Use DVD as a record of sponsorship events, local community involvement.
32. Put together a simple introduction to your company aimed at schools - encourage careers in your industry.
33. Record teambuilding events on camera - ideal for promoting outdoor pursuit centres.
34. Record award ceremonies and present to all staff as a memento of your Queen's Award etc.
35. Show the activities of a department by mounting a video timed to record at set intervals.
36. Role playing brings out staff behaviour in key situations - the best feedback is to see yourself.
37. Presentation training - learn to present yourself effectively - use video for feedback and critique.
38. Record presentations for use again and again without additional management time.
39. Video corporate entertainment events as a memento for your customers.
40. Video the servicing of equipment as a record of its initial condition.
41. Video the delivery of a product to the customer - make it a major event - share with staff - present it to the customer.
42. Combine graphics and live video to see how your new building design will look in the environment.
43. Video the installation of major plant and machinery - you won't get another chance.
44. Shadow videos follow the activities of one individual - provides an insight for schools and other staff.
45. Product movement - video the path of a product from start to finish. - What happens? - How far does it travel?
46. Re-enactment - dramatise a major problem, product or service failure - bring it home in a powerful way.
47. Video an exhibition to show how the industry is marketing itself, its stands, how busy competitors were etc.
48. Video major contract signings - record interviews with the MD and the customer - share with staff.
49. Use a DVD to show retailers how best to merchandise your product and to promote new products.
50. Provide a complementary DVD with your product for example a Home Decorating video with a new mortgage.

To discuss how video can help your organisation call us to day for a no-obligation informal chat. Over 100 leading companies have benefited from a ScreenShow production. Call Andy Freeland direct on 07733 262211 or email andrew@screenshow.tv.