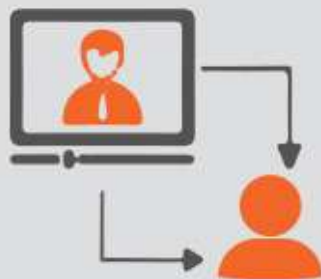


Optimize public relations activities



Promote CSR initiatives

Engage and remind investors and shareholders



Reach out to existing and prospective customers

Reach out to local communities



Train and educate partners, suppliers, etc.



Conduct live CEO broadcasts and announcements

Modernize and streamline corporate governance strategies



Announce regulatory updates and policy changes

Administer safety, health and other organizational training sessions



Take charge of corporate transition communication & change management

Record and share team meetings and presentations



Promote social learning, collaboration, and knowledge transfer

# 51 Enterprise video use cases





01

Video enables highly scalable and cost-effective communication throughout an organization

02

Video communications can be used to reach any number of internal or external business stakeholders all at once

03

Video is a powerful medium for impactful and visually-driven communication. According to McQuivey's Forrester study, if a picture is worth a thousand words, one minute of a video is worth 1.8 million.

04

Video is an excellent tool for training and communication as it boosts viewer engagement and helps people retain information significantly more than other digital mediums. A study by Insivia found that "viewers retain 95% of a message when they watch it in a video, versus 10% via text."

05

A live video session are more personal and can engage any number of viewers simultaneously in any part of the world in real time.

06

Video is a quick and personable medium for disseminating a direct, personal and transparent message to your employees or customers to counter any rumors or confusion following a corporate crisis.

07

Video-based collaboration or knowledge sharing can help increase employee engagement and productivity.

08

Video can be viewed from any devices and internet browsers to suit all user needs and preferences.

09

Video can help humanize and personalize communication with your employees, customers, and other stakeholders to maintain their trust, motivation, loyalty, and productivity.

10

Video can bring concepts, models and data to life with powerful visual and graphical representations of ideas that engage and inspire.