

STREAMING MEDIA FOR ORGANISATIONS

Leveraging web and mobile video to achieve effective communication, cost effectiveness, improved access to audiences and increased business opportunities

3 – 4 November 2009,
The Wanderers Club, Johannesburg, South Africa

Video streaming or streaming media refers to sending video and/or audio, in a compressed form, over the Internet to be displayed by the viewer as it arrives on their PC or mobile

You MUST attend if you're from the following profiles:

- JSE listed companies
- Investor relations
- Corporate Communications/Affairs, Public Affairs
- Internal Communications
- Digital
- Organisational IT, network & infrastructure
- Government & parastatals
- Universities, learning & education
- Medical & pharmaceutical
- Sales & marketing
- Communication, advertising, brand & public relations
- Media, entertainment, sports & online casino
- E-Commerce
- Human Resources
- Training & Development
- Employee Communications/Engagement
- Corporate/Organisational Development/Effectiveness
- Broadcasting, satellite & telecommunication
- Streaming media solution providers

Benefits of attending:

- Understand the business of online video and technology of streaming video on demand, webcasting and mobile
- Maximise video streaming for online press release, financial results, new product launches and promotional content
- Use online video and webcasting to communicate and engage with your employees, shareholders, press, media and management
- Develop and use online distance learning programmes and training systems to educate and train your audiences
- Broadcast live events to reach your audiences in real time
- Optimise streaming video for global corporate events and training
- Implement and integrate streaming and digital media technologies in your organisation
- Leverage off the latest and best in communication technology channels for government announcements and events
- Create online video to market your product, company, brand and enhance PR launch
- Conceptualise, develop content, produce and distribute online video
- Understand infrastructure required to deliver video content via IP to computers and mobile devices

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Co-Sponsor:



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Event Organiser:

Nigel Brown, Classic Events
P.O. Box 291765 Melville, 2109 Johannesburg
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Day 1

3 November 2009

08:00 Registration & morning coffee

08.25 Welcome remarks from Chairperson
Rick Grantham, Managing Director
Global Access

OVERVIEW – TRENDS, STRATEGIES & OPPORTUNITIES

08:30 Opening Address
Using telecommunications as a
business enabler
Dr. Angus Hay, Chief Technology Officer
Neotel

09:30 Streaming opportunities and benefits
for corporations and businesses -
audio and visual streaming solutions
that work for you

- Developments in the telcoms industry, SEACOM and broadband growth
- Lower costs, increased capacity and speed
- Going beyond traditional online offerings of just text, images and banner adverts
- Importance of innovative web content with multimedia elements
- Achieving strategic and effective use of video and/or audio for web and mobile
- Converged video technology in corporate/organisational communication – internal and external
- Brands turning to online video marketing
- The value and options regarding live vs packaged video content
- Online and mobile video – a cost effective, creative and customised way to reach your target audience
- Improving communication with your management team, staff, customers, suppliers, contractors, shareholders, public, press and media
- Questions and answers
Rick Grantham, Managing Director
Global Access

10:30 Morning coffee

BUSINESS BEST PRACTICES – REACHING YOUR EXTERNAL AUDIENCES

11:00 Streaming to build your investor
relations

- Preferred methods of receiving financial information – trends and future expectations
- Streaming investor presentations

- Future uses of webcasting in the investment community
- Case examples
- Questions and answers
Derek Abdinor, Divisional Online
Director
Motiv

11:45 Case study: Webcasting to niche
audience – HNW

- Strategy and unique content for audience
- Providing updates on company information, local and global economic news and client portfolios
- Communication to clients – HTML email, link, webcasting
- Clients' feedback and rating of webcast
- Managing and responding to clients
- Questions and answers
Caren Rennie & Lindy Fenner,
Marketing and Client Care
Citadel

12:30 Lunch sponsored by:



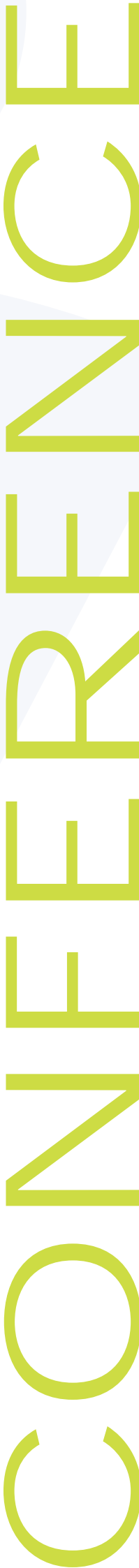
13:25 Chairperson's remarks
Rowan Polovin, Chief Executive Officer
MEDIAS

13:30 Case study: Leveraging streaming
solutions to ensure optimum
interaction, learning and networking
amongst members

- Infrastructure, systems, processes and requirements
- Broadcasting event via streaming
- Business start-up webinar series
- Managing expectations
- Measuring the results
- Challenges, issues and direction
- Questions and answers
Marcel Klaassen, Chief Executive Officer
FNB Biznetwork

14:15 Case study: Entrepreneurs' access to
optimum knowledge and learning via
streaming solutions

- Infrastructure and networking in placed for streaming
- Making the most of online video's advantages for better learning experience
- Providing convenience and cost efficiency
- Increasing accessibility to audience



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- Questions and answers
Lalane Janse van Rensburg, Enterprise Development Manager
Softstart BTI

15:00 Afternoon tea

15:30 Case study: Methods and tips for producing online educational programmes, videos and training modules

- Leveraging off streaming to provide innovative, cost effective and digital methods of teaching
- Latest applications of educational streaming for anywhere, anytime and on demand
- Maximising accessibility and ensuring user friendliness to learners
- Tips for corporations and distance learning sector
- Questions and answers
Atul Patel, Chief Executive Officer
Star Schools

TECHNOLOGY INFRASTRUCTURE & SOLUTIONS – WHAT & HOW

16:15 Where the rubber meets the road: forget the hype - practical considerations for corporates embarking on an online video strategy

- What are the challenges
 1. Business challenges including buy-in, feasibility, audience, marketing, logistics and planning
 2. Technical challenges – how to make it work? (You only get one chance)!
- Practical insight into overcoming these challenges
- Actual examples illustrating the challenges and solutions
- Questions and answers
Andrew Aitken, Director
Antfarm

17:00 End of Conference

Cocktail sponsored by:



19:00 End of Day 1

Day 2 4 November 2009

08:00 Registration & morning coffee

08.25 Welcome remarks from Chairperson
Kate Elphick, Director
Digital Bridges

CASE STUDIES – DELIVERING TO INTERNAL, NICHE AND MOBILE AUDIENCES

08:30 Case study: New era of corporate communications - enterprise video and online internal communication in business

- Operating an internal digital streaming media service offering in a large enterprise
- Developing a ROI model for streaming corporate communications and training
- Opportunities and value proposition for business
- What, why, how and for who?
- Effectively translating message into online video and audio platforms
- Cost savings by using streaming to support communications, training and educational programmes
- Managing enterprise streaming services expectations
- Questions and answers
Jan Vermeulen, Digital Manager
FNB

09:15 Case study: Using streaming media to run a Hip Hop Awards competition for HYPE – youth culture magazine

- Integrating web and mobile to reach a niche and mobile audience
- Cost benefit analysis - streaming media as a cost effective tool
- Content and distribution strategies
- Public voting for videos and photographs uploaded onto website using low-cost and low-risk solutions
- Challenges, issues and expectations
- Questions and answers
Ansie Vicente, Editor-in-Chief
Dawid Venter, Online Editor
Panorama Publications

10:00 Morning coffee

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DIGITAL INTEGRATION, IMPLEMENTATION & RESULTS

- 10:30 Integrated digital strategies for your corporation – streaming media, corporate communication, eMarketing and digital PR
Kate Elphick, Director
Digital Bridges
- 11:15 Leveraging web and mobile for strategic marketing and PR communication needs
- Communicating successfully to your staff, customers, shareholders, press and media using streaming video
 - Social media release or press release and media relations campaigns using viral videos
 - Measuring the results
 - Increased brand, products exposure and customers loyalty
 - Achieving cost effectiveness and high performance
 - Questions and answers
Gavin Moffat, director of common sense
Puruma Business Communications

12:00 Lunch

12:55 Chairperson's remarks
Andrew Aitken, Director
Antfarm

CONTENT, DISTRIBUTION STRATEGIES & REVENUE OPPORTUNITIES

- 13:00 Case study: Streaming wildlife content to a global audience ... and doing it profitably!
- What is the business model? How does a broadcasting 2.0 ecosystem work?
 - Delivering high quality, entertaining and educational live broadcast content
 - Giving it away for a profit!
 - New trend of embedded players as a distribution model
 - Why traditional media is terrified of Internet TV and why they shouldn't be
 - Extending to all genres of entertainment video online
 - Strategies, issues and future – internet, cable, mobile
 - Questions and answers
Graham Wallington, Chief Executive
Officer
www.WildEarth.TV

- 13:45 Real-estate – the business of video
- What are the golden rules in making your video work effectively online?
 - Integrating video into your existing strategies
 - Making the most of the real-estate
 - How do you monetise video communication?
 - What are the new trends in video communication?
 - Corporate video examples
 - Questions and answers
Linda Ravenhill, Managing Director
Videolive

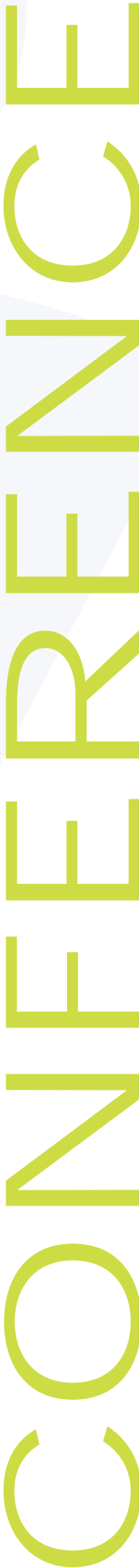
- 14:30 Case study: Publishing compelling video content to maximise advertising and sponsorship opportunities
- Implementing mobile soccer videos onto Livemobile portal and Vodafone Live
 - Appealing content and exciting products for majority of SA mobile consumer
 - Reaching across African countries
 - Distributing video in the right way for the right audience
 - Online video distribution strategies and monetisation opportunities
 - Questions and answers
Patrick Kuwana,
Director – PA Sport South Africa
Founder – Livemobile

15:15 Afternoon tea

STREAMING TO MOBILE PLATFORMS

- 15:45 Mobile TV opportunities for organisations
- Live streaming broadcast of budget and ministerial speeches
 - Mobile opportunities for effective communication and training for your staff
 - Video advertising on streaming mobile TV
 - Success stories and lessons learned
 - Challenges and future direction for organisations
 - Questions and answers
Sean Victor
Vodacom Business: Products and Marketing
Principal Specialist – Converged Satellite
Vodacom

16:30 Conference ends



Registration Form

(Please photocopy form if more than three delegates)

Attention: Classic Events

Fax: 086-514-5412/546-3091

Tel: 011-830-0232 / 830-2785

Email: nigel@classicevents.co.za, wan@classicevents.co.za

Address: P.O. Box 291765, Melville, 2109

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DATE: 3 - 4 November 2009

FEE per delegate

Inclusive of course materials, refreshments, lunch and networking activities. All prices inclusive of VAT.

R 4740-00

VENUE: The Wanderers Club, 21 North Str.
Illovo, Johannesburg

REGISTRATION DETAILS

Delegate Name: Mr/Mrs/Ms _____

Job Title: _____

E-Mail: _____

Cell: _____

Special dietary requirements: _____

Delegate Name: Mr/Mrs/Ms _____

Job Title: _____

E-Mail: _____

Cell: _____

Special dietary requirements: _____

Delegate Name: Mr/Mrs/Ms _____

Job Title: _____

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Company/Organisation: _____

Total Amount Payable: R _____

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Physical Address: _____

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Signing this form entails your understanding of the Registration and Payment requirements:

- A confirmation letter and invoice will be faxed/mailed to you upon receipt of your registration form, reserving your seat/s.
- Kindly make payment to guarantee your seat/s as non payment may result in your seat allocated to someone else
- Electronic payment/direct deposit can be made to Standard Bank Account #: 401 025 500. Account Name: Classic Exhibitions & Conferences cc. Branch: Melville. Branch Code: 006105. Kindly indicate company/delegate name/invoice as reference
- Please make cheque payable to: Classic Exhibitions & Conferences
- An official receipt of your payment will be provided, only upon request.
- A certificate of attendance will be provided, only upon request.
- No cancellation and refund given within 30 days prior to event date but replacement delegate can be sent.
- No refund given if delegate did not show up at event but course materials, if any, can be sent.
- Organiser reserves the right to change venue, date, programme and/or speaker/s if circumstances require.
- Organiser will refund payment if event is cancelled. If cancellation is not caused by organiser i.e. natural causes, regret no refund will be provided.
- Please inquire if you need special lunch i.e. vegetarian, kosher, halaal etc, accommodation or disabled facilities

Signature: _____

Submitted By: _____

Organisation / Company: _____

Date: _____

