
Capturing Rich Media Meeting Presentations

***A Quick Start Guide from
Conference Archives, Inc.***



Because your organization is considering capturing presentations from its meetings and conferences, that means you're seeing the big picture. This is a big step, one that could reap sizeable financial and educational rewards. However, there are many things to first consider before just jumping into the capture of your rich media meeting presentations (webcasts).

Getting Started

Before you begin the RFP process, it is best to first determine how capturing meeting presentations supports your organization's strategic vision. After all, you'll be relying on others to support your recommendation as well, and the more support you have, the easier it will be!

When considering the strategic vision, consider how rich media meeting presentations can impact marketing, meetings, educational, publications, and membership goals. Rich media presentations are becoming an increasingly important educational resource for researchers, professionals, and students. Organizations can benefit from reaching a global audience through the digital capture and dissemination of this important, but often ignored, content asset. Some benefits include:

1. Enabling attendees that are physically unable to attend all concurrent sessions, as well as non-attendees, to experience more of the meeting.
2. Membership retention and growth opportunities.
3. Experience marketing. Meeting presentations engage audiences who internalize a sense of personal or professional improvement, which then becomes associated with an association to create brand differentiation, conversion, and loyalty.
4. New revenue opportunities.
5. Supporting the learning styles of the growing number of tech-savvy members.

Planning for Content Capture and Collection

When preparing to capture presentations and collect the associated files from your events, it is important to be aware of several things before, during, and after an event.

- Pre-event (...at least six-weeks prior)
 - ✓ *Speaker Release Forms.* It is critical to plan for the creation and collection of speaker release forms prior to an event. If your organization doesn't have a signed speaker release form for a presentation, the subsequent production of that presentation represents a potential liability risk. To avoid this, it is best to ask your capture vendor for their guidance in the creation and/or collection of speaker release forms.
 - ✓ *Recording Grid.* Think of a recording grid as a map; without it, you are completely lost, and so is your capture vendor! It is best to make sure your capture company has a complete and accurate recording grid – a spreadsheet of *all* sessions to be recorded – no later than two weeks before a meeting. Doing so allows them to plan ahead and make sure they have the necessary personnel and equipment on-hand to get the best recordings possible. Depending on the city and venue of your event, it could impact your budget as well, since union labor may be required.
 - ✓ *A/V Coordination.* If your organization is using an A/V company to handle presentation management at their meetings, you will want to put them in touch with your capture vendor so they can proactively plan for the *capture and collection* of presentation elements (audio, video, and slide files). If your organization is *not* using an A/V company to handle presentation management, you will want to consult with your capture vendor weeks before your meeting to determine the best means of capturing and collecting presentation elements.
- On-site
 - ✓ *Speaker Ready-Room.* A critical step in the overall process is the collection of the presentations in the version in which they were presented (not pre-submitted). This gives you the best chance of accurately representing the content. One way to do this is to mandate that all speakers check in through a speaker ready room. This will also enable you to keep track of their arrivals, and allow you to react to those who have yet to authorize their speaker release forms.
 - ✓ *Presentation Management.* Be sure to check with your A/V partner often during your meeting to make sure that all slides and other presentation elements are being collected. If you're *not* using an A/V company to handle presentation management, check with your capture vendor to ensure presentation elements are being successfully collected and captured, and if they are not, assist the vendor to ensure that they are. Remember, this is **YOUR** content, and your vendors are far less likely to get favorable results from your speakers than you.
 - ✓ *Other Considerations.* It is highly likely that your capture vendor will need a secure room to store equipment and materials. Also, do you want to have a sales presence at your meeting? If so, will your organization or the capture vendor be responsible for that presence?
- Post-event
 - ✓ *Review and Approval.* After capturing your event knowledge, your capture vendor will then begin production on the media elements comprising the finished product. A final step in the production process *should* be a rigorous quality assurance phase, a phase of production that you, as the owner of the content, should take an active role in to ensure that the final product is exactly what you want it to be.

Presentation Player and Delivery Options

When deciding to capture rich media presentations, it is important to take into consideration the relative costs associated with player and distribution options. The presentation elements that are captured at your meeting can be delivered in many different ways, so it is important for you to be aware of the production options available. This will help to ensure you make the best choice for your budget and strategic goals. The tables on the next two pages summarize the various player and distribution options most typically available.

Player Options

Format	Description	Best Use	Key Considerations	Cost
Features common to MOST presentation player window iterations	<ul style="list-style-type: none"> Digital audio + Ability to download audio to local storage Slide images and thumbnails Media control bar Drop down menu options (session description, speaker bio, disclosure statements, links to supporting documents) 			
Optional items available as cost-based upgrades	<ul style="list-style-type: none"> Embedded media (video clips, animation) used by the speaker in the presentation. Synchronized and searchable transcription of the audio. Screen captured video (digitally captured, full-motion video of the image projected on the screen). Full-motion video can be shown simultaneously with the slide images. 	Screen-captured video is ideal if the mouse movement displayed by the speaker during the presentation is critical for comprehension.	<ul style="list-style-type: none"> The use of transcription as an aid to search the spoken words is a tremendous benefit for those instances where research or scientific work is highlighted. Transcription is fully searchable and downloadable in PDF format. 	
Synchronized Presentation Player	This format features the audio/video and corresponding slides of a presentation synchronized together to replicate its live, on-site delivery. Slide thumbnail images for navigation are tied to timeline.	Presentations that only have one speaker.	<ul style="list-style-type: none"> Most-used format, allows for best representation of what was presented in the meeting room without using full-motion video. 	Cost-effective while not sacrificing the synchronization and replication of a presentation's live delivery.
Unsynchronized Presentation Player	This format delivers a presentation's audio/video and the corresponding slides although they will <u>not</u> be synchronized. Can not navigate through slides and hear or view corresponding audio and/or video and vice-versa.	Presentations that are workshop in format or have multiple speakers.	<ul style="list-style-type: none"> Not as dynamic an experience for the end-user. Ideal for panel sessions when synchronization of visual images is not available or when visuals aren't used. 	Low cost format that still preserves the presentation's live delivery.
Audio Only	This format features <i>only</i> the audio of a presentation. No presenter slides. However, a title slide can be added.	Presentations without slides or when speaker does not authorize use of slides.	<ul style="list-style-type: none"> No visual aids (slides or video) available with this format. 	Lowest cost of all options while still preserving the live delivery of a presentation.
Video Only	This format features optical video of the speaker(s). No presenter slides. However, a title slide can be added.	Keynote addresses or interactive panel discussion.	<ul style="list-style-type: none"> Full motion video of a speaker generally does not add to the educational value and can add substantial cost. 	Higher costs associated with capturing and producing videos.

Media Options

Medium	Advantages	Disadvantages	Key Considerations	Cost
CD-ROMs	Nearly ubiquitous media form available on nearly all computers.	By comparison with DVD-ROMs, many more CD-ROMs must be produced for a meeting archive, which leads to increased costs for the customer. Content anchored in medium; cannot be altered or edited on-the-fly.	<ul style="list-style-type: none"> • Number of CDs required to store presentations. • Storage and fulfillment of physical inventory. 	Based on number of discs and quantity.
DVD-ROMs	Can hold much more data than CD-ROMs, which helps limit costs. For example, an archive for one meeting would appear on either 28 CD-ROMs or 4 DVD-ROMs.	Physical media that can be damaged or lost. Content anchored in medium; cannot be altered or edited on-the-fly.	<ul style="list-style-type: none"> • Number of DVDs required to store presentations. • Storage and fulfillment of physical inventory. 	Based on number of discs and quantity.
Other Fixed Media (USB Keys, iPods, Removable Drives, External Drives)	Represents a reusable product for the recipient. Several capacity choices available. Packaging can be customized with several choices available. Suitable for corporate gift programs	<ul style="list-style-type: none"> • Cost can be an issue • Typically represents something your vendor will need to outsource • Turnaround times can be lengthy • Usually a separate cost to integrate your content 	<ul style="list-style-type: none"> • Budget • Turnaround time • Nature of the audience to whom this is targeted 	<ul style="list-style-type: none"> • Higher than other fixed media (CD/DVD) • Dependent on format and packaging chosen • Regional and off-shore production facilities can save money
Online	Lower cost due to online delivery; easy to distribute, alter, and can't be misplaced; can be accessed from any internet connection at any time, anywhere in the world.	Requires an internet connection for access, and occasional website maintenance.	<ul style="list-style-type: none"> • File size and impact on hosting and bandwidth. 	Usually the least expensive. However, hosting and bandwidth charges must be considered.

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