

MediaPlatform

Why Successful Companies Webcast Their CEO Town Halls



It's hard to imagine another time when the corporate workplace has undergone such dramatic changes as those brought on by the Covid-19 pandemic. In a matter of months, the workplace flipped from the 9-to-5, five-day office model to so many of us working from home full-time as offices consolidated or closed.

Amidst this sea change, video communications became the corporate lifeline – keeping leaders connected with remote employees and enabling knowledge workers to maintain an exceptional level of productivity.

Two-plus years into this trend, however, and the expectations for video communications have changed. Where once the standard meeting sufficed, employees have become fatigued by the repetitiveness of generic video meetings.

The companies that are ahead of the pack have not only embraced the realities of their hybrid workforce, but also, invested in advanced communications technologies that can better engage and stimulate their remote and hybrid workers. Now confident video users, their focus has shifted towards getting more quantitative data and feedback that measures whether employees are listening, responding, and acting on the message.

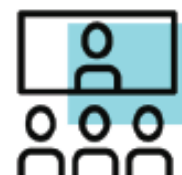
In this white paper, we'll explore the top reasons why CEOs of the world's most successful companies are using webcasting, instead of meeting technology, for their company-wide communications. These executives have seen firsthand how high-quality, high-production webcasting solutions can entertain, inform, unify and invoke reaction and ideas from their globally dispersed and hybrid workforces.

webconferencing



- Meeting
- Live collaboration
- Smaller groups
- Plug-ins required
- No customization
- Hard to change archive
- Live or chat Q&A
- Conference call or two way VoIP

web casting



- Presenting
- Live & on-demand
- Unlimited Participants
- No plug-ins
- Unlimited Customization
- Easy to modify & archive
- Moderated Q&A
- Internet broadcasts with options for conference call

They Understand that a CEO Town Hall is Not a Meeting; It's an Event

When CEOs hold a company-wide meeting, it's an occasion that employees don't want to miss. Whether held quarterly to communicate earnings results, or urgently to communicate important organizational changes or initiatives, companies will often stop regular operations to gather employees in auditoriums, breakrooms, and online meetings to absorb the information at the same time. The CEO town hall is a rare chance to reinforce connection, camaraderie and inclusion among workforces that are nationally, or internationally, dispersed.

CEOs and top executives are media-savvy, inspirational speakers who seek out opportunities to be on camera. Their corporate communications teams labor to give them the best possible stage, working with them to craft and rehearse remarks, produce incredible visuals and music, include expert and employee cameos and many other elements to increase the drama, impact and excitement of the event. And A/V production teams go to elaborate lengths to light, mic, shoot and mix the event to a television-level production.

With some of the most successful companies establishing permanent hybrid workforce policies, they understand that these mission-critical CEO town halls need to deliver an online event experience as stimulating as the in-person one. These companies use premium-production live streaming video webcasts to create dynamic, TV-broadcast, like productions that give audiences endless ways to participate and interact with speakers as much, or more, as employees on site.



Their Vision is Television-Quality Media

Once working from home became the pandemic norm, it's striking how quickly our standards for video quality rose. While initially a desktop webcam and low-quality video was acceptable, our rising video sensibilities soon wiped-out inventory of HD webcams and microphones, ring lights and green screen kits.

At the enterprise executive level, expectations rose exponentially. A recent Wainhouse Research survey found that nearly 90% of C-suite executives said that a key measure of a successful live webcast was the ability to deliver HD-quality (1080p) quality or better!

90% of C-suite executives said that a key measure of a successful live webcast was the ability to deliver HD-quality (1080p) quality

-Wainhouse Research

Producing a television-quality broadcast, however, depends not only on premium video resolution, but also, on having professional audio-visual production expertise and capabilities to create a dynamic, exciting, and entertaining multimedia event. The most successful companies tap live event platforms that give their production teams nearly unlimited creativity into what those live webcasts look like.

These platforms let producers create company- or event-branded themes, and dozens of layouts using media elements of any size or arrangement, like video, images, text overlays, iFrames for live social media and third-party websites, as well as interactive elements – like Q&A, surveys and sentiment voting.

Producers usually storyboard these live event webcasts to flip between layouts during the live production, making the event visually dynamic while offering pop-up surveys, polls and speaker questions to draw participation and interest and provide immediate feedback.

They Customize the Experience to Reflect the Culture and Brand Attributes

CEOs demanded television-quality live video broadcasts because anything less would reflect poorly on their corporate image and globally recognized brand attributes. However, good quality video was only the first step in crafting a multimedia experience that held the power to energize, enliven, unify, and inspire the new reality of their now hybrid, in-office and at-home workforces. Nearly overnight, the online CEO town hall event experience became as, if not more, important than the on-site experience.

Executives, communications, and human resources teams were newly challenged to level set in-person and online events so they evenly exemplified corporate cultural values – such as inclusiveness, empowerment, and teamwork. They also sought solutions that could convert passive online viewers into ‘lean forward’ audiences who were actively engaging with the information, providing feedback, and interacting with speakers and colleagues. And they needed to measure and understand audience participation, experience, engagement, and sentiment. Live event platforms provided that opportunity.

The most successful CEO town halls offer a live event complement that’s not only television-quality media, but offers a full-fledged, media and entertainment experience that matches up with the company’s global reputation and brand.

Each event can be customized to reflect the corporate brand, as well branding for divisions, departments, products and high-profile campaigns. Additionally, live event platforms allow companies to more subtly enforce their brand attributes, enforcing concepts like Fun, Safety or Luxury through media, contests/awards and guest speakers.



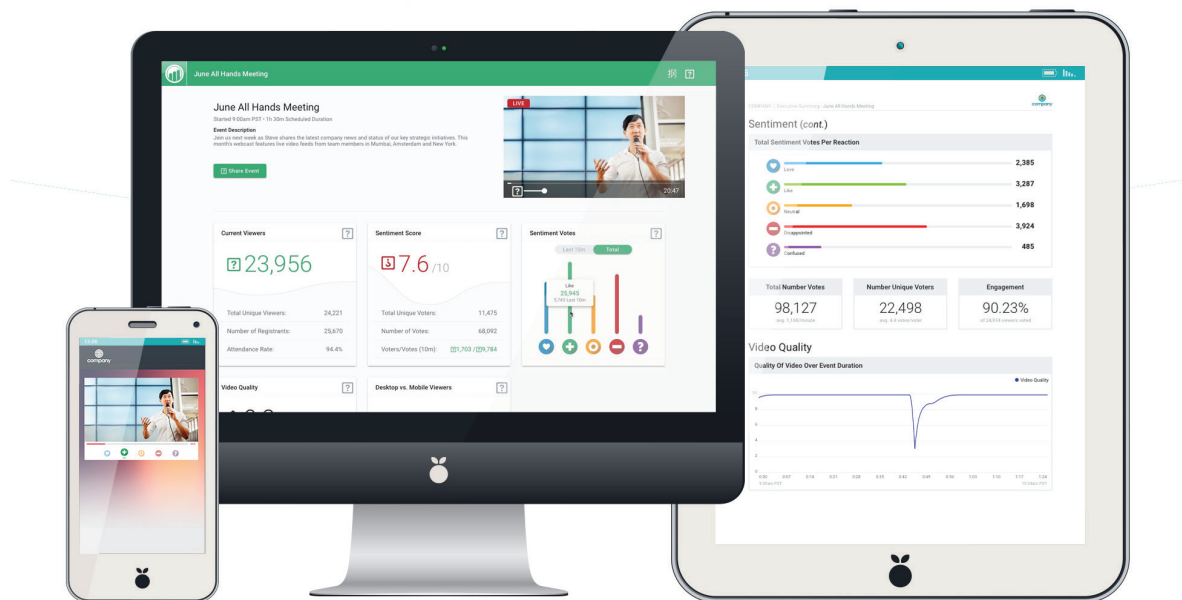
They Can be More Inclusive

Successful companies recognize that competition for top talent has never been higher. Live webcasting platforms allow the most successful companies to keep their top talent engaged and connected, whether they work in an office or are part of the growing ranks of full-time remote employees.

In addition to giving remote employees the television-quality live broadcasts that help bridge the gap between in-person and remote employee experiences, live event webcasts offer a number of features that widen the pool of talent from which to draw.

Live event webcasts can include an array of closed captioning options that increase inclusivity among workers in many countries as well as those with hearing impairments.

Live English or multi-language captions can be inserted into live webcast events, with multi-language drops downs, using translation service providers. Automated Speech Recognition (ASR) captioning is an affordable option for including captions with every webcast, with AI-assisted captioning capabilities combine live translation with human dictionaries for higher accuracy with moderate pricing.



Viewers Vote

Admins Track Votes, Webcast QoS - Live

Analyze Webcast Stats System-Wide

They Can Track Audience Participation and Reaction

Successful companies are not satisfied with the low-level analytics provided by most meeting or collaboration platforms. These companies know that only live event webcasting platforms (the technical reasons for this are outlined in the next paragraph) can provide the granular-level analytics they need to understand if their communications initiatives are achieving their desired goal.

Executives immediately want audience data, such as how many employees attended? Where were they located, on what device or OS? Did they ask a question, take a poll or survey? How did the audience react to the information we presented? If they loved – or hated – something we said, can we track it back to the content and act accordingly?

Producers and IT teams need to understand and report on the quality of the experience. Was every viewer able to see the event? What was their experience – what resolution did they receive? Did they experience excessive buffering or slow start times? How was the video delivered across corporate network resources? Were they able to spot performance issues, and remedy them, during the live event? After the event, were they able to drill down to diagnose the cause of any network bottlenecks to fix them for next time?

Without this data, enterprises can invest a fortune in time, talent and technology without being able to measure either the impact, or the ROI, for their efforts.

They Provide the Best Possible Experience for Viewers Anywhere, on Any Device

The most successful companies understand that streaming video offers the only technical path for assuring that HD-quality experiences could be delivered to each and every viewer.

Live event streaming platforms and meeting/collaboration solutions are designed for very different communications applications that happen to use video.

Collaboration platforms use real-time protocols that offer very low latency, which is what is needed during a real-time session among a small number of participants where their interactivity is paramount. These real-time protocols offer very little buffering on the media player side, which means that even the slightest network glitch will negatively impact the speaker quality...something we see nearly every day when someone has a bad connection, or flaky Wi-Fi, during a meeting and their video freezes or stutters or they drop off entirely.

Live event streaming platforms, on the other hand, use the HTTP or HLS protocols which have the benefit of delivering higher quality because they offer buffering. That means that a six- to 30-second buffer of the video is stored on the viewer's media player so that if there is a glitch in the network, the viewer won't notice it because they are still playing the file from their media player. This protocol difference is the reason why video streaming is the most effective way to get the highest possible video quality out to very large audiences located virtually anywhere worldwide.

This core technical difference helps explain why Live Event Webcasting platforms allow the most successful companies to deliver television-quality, dynamic, engaging and accountable experiences that unify, inspire, entertain and engage the new hybrid global workforce.

About MediaPlatform

MediaPlatform is a leading enterprise video platform enabling large-scale live streaming and on-demand video that companies use to engage remote employees, empower and motivate workers by giving them the power to rapidly self-educate and share knowledge, and attract and keep top talent. MediaPlatform gives customers an end-to-end solution and world-class services so they can use their networks for business broadcasts, consolidate disconnected video systems, accelerate their digital workplace transition, and gain insights into the reach and impact of their video communications.

www.mediaplatform.com