

Sean Walsh is a highly experienced TV producer and consultant, with a special focus on corporate and business communications and marketing.



During his 20 years in the top-flight of international broadcasting he has worked across a number of sectors including News, Current Affairs, Financial, Business, Telecoms, Aerospace and Sports, producing and presenting a range of network talk-shows, live programmes and documentary coverage.

He has held senior production positions with a number of leading broadcasters including BBCTV News, on the newsdesk at ITN, as an anchor and correspondent for the US business channel CNBC, and as producer and presenter of the internal TV programming for the internationally renowned World Economic Forum at Davos in Switzerland.

He has produced and presented live programming for clients such as BT, Harvard Business Review and ACCA and has filmed around the world on assignment for international organisations including Chicago-based Mayer Brown, Perot Systems of Texas and Boston-based Inverness Medical Innovations.

Sean currently runs a number of media and presentation coaching courses for senior management and is a graduate of the Centre for Mass Communications Research at the University of Leicester, UK where he gained an MA in Mass Communications.

He is on the staff at the University for the Creative Arts in Surrey, UK where he currently heads up TV news production training on the BA (Hons) Journalism course.

Guide to using film and video to boost your business

Believe it or not, film and video can help you not only save money, but make money too.

New technologies and the power of the internet means you can now reach more people, more quickly than ever before. And, it's a lot cheaper than the cost of traditional marketing and advertising.

How video can help you

As a director when I talk about film in a business context a lot of people say: "Film? Great I love films but how's that going to help me... what tangible results are we going to get out of it...how can I use film for our company?"

The simple answer is it can be far more effective than many companies realise – and when you get it right, it can be a very successful business communications tool.

The secret is in understanding how to apply it properly to business...and so many people get this wrong.

What a lot of people don't realise is that you can use film to convert a lot more of your prospects into paying clients.

- You can get more people to understand why they should choose to work with you rather than your competitors
- You can use it to reach a much higher proportion of your target market
- And you can create massive awareness about what you do

Whenever you mention film in a business context people often think of the traditional 'corporate video'...a throwback to the 1980s that looks dated and lacks the quality that reflects your image in a modern business environment.

The good news is that film has moved on. Today film and video are carefully crafted communications and marketing tools, designed to produce bottom line results.

Close more business

I'd like to share with you three powerful ways of using film and video to put you head and shoulders above your competition.

Number one is: How to close more business.

You probably know from experience that when you're in a sales situation, whether you're pitching or putting on a presentation, half the battle is convincing the other person that you really are as good as you say you are.

How more powerful would it be if, instead of you saying it, your clients spoke for you?

You can use film to prove that you really are that good.

So how do you make this work for you?

Well a very simple way is to film testimonials ...with your best clients saying how great you are.

This is very straightforward and very cost effective.

A lot of the clients I work with, for example, often combine this with case studies and success stories to bring their business propositions, whether they're products or services, to life.

Think of it as a mini documentary about your business, which provides very compelling and credible evidence.

When you let other people prove the value of your product or service the results can be incredible.

If you're good at what you do and you need to pitch to win new business then nothing captures evidence of your success better than video and film.

Get in front of more people

We all know about the explosion in broadband and DVD, TV on demand and Youtube on the web, it's everywhere – but what does that mean for your business?

Well this is a really exciting opportunity.

When you send out a DVD in the post, you publish a podcast, you add film to your website and maybe you email out a link to it ...now you can reach more people - more quickly and more cheaply than ever before.

Companies that are using these technologies are massively increasing their visibility within their target market.

Of course you might be thinking that this all sounds very complicated and will cost a small fortune – but it's actually going to save you so much time hitting so many more people that it very quickly becomes a very attractive way of generating new business.

Evidence shows that a DVD in the post can actually be up to a hundred– yes a hundred times, more effective than a brochure.

So what about video on the web, I hear you say.

This year if you'd like to get in front of more people in your target market, then film can definitely help you with this.

Using your website or shared areas like Youtube opens up literally a worldwide market for your goods and services.

A short targeted video can talk directly to your target clients, getting over exactly the key information that you want.

Educate your market

If you want to grow your company you'll know how important it is to educate your market.

Most companies are very good at what they do, and many companies are very different from their competition, but explaining how and why is always a challenge.

So what can you do?

Well, try using film and video to educate people, using film to make it easy for your target market to see exactly why it is that they should chose you.

Words and picture on a website or in a brochure are good, but when it comes to really getting your message across film goes one step further.

Just think...

Imagine, you create a film for your website or you send out a DVD which articulates exactly how you add value. Just think how effective that would be at getting your message across in a short, sharp and punchy way.

Your target audience would immediately see for themselves the value that you offer – and that will put you ahead of the competition when they're making purchasing decisions.

Remember whether you want to convert more prospects into paying clients, educate more people or reach a much wider target audience – or all of the above – then film and video can definitely help you.

Take action

I've taken a very broad approach in this guide, but if you'd like some more specific advice on how your company or organisation can use film and video as an effective marketing and communications tool, please get in touch.

I hope this has been useful and I look forward to an opportunity of helping you in person.