

Braun Film and Video, Inc.

Braun Virtual Events

BACKGROUND

Last year the federal government faced sequestration, furloughs, budget cuts and the shut down. In addition [several agencies have been the subject of formal audits regarding unauthorized expenditures and their activities sponsoring conferences, trade shows and seminars.](#)

Subsequently many agencies have turned to alternative practices and venues that replace hosting conferences, etc. and several have used webinars to fill the void. Unfortunately, many webinars are often too long and feature one camera talking heads that fail to fully engage their audiences.

APPROACH

Braun Film and Video is pleased to introduce the practically perfect conference, trade show and seminar option - **Braun Virtual Events**.

Braun Virtual Events (BVE) is the newest advance and cost efficient alternative to off-site conferences. BVE feature a sophisticated, high production value video program with content and quality that captures the attention of the target audience and engages them throughout.

WHY BVE?

A typical conference or events video uses static camera placement that is appropriate for archiving your speeches, presentations and seminars, but by virtue of the relatively straightforward nature of these productions, audience engagement is lost or greatly diminished when these proceedings are presented via video.

Braun Film has applied the same production values and audience engagement techniques used in their commercial/sales/marketing/training and promotional videos to help bring your conference video to the next level.

HOW IS THIS DONE?

By utilizing some of the same successful production techniques that make watching traditional videos a dynamic experience for the viewer, we can help bring your conference, event or speaker video to life. There are a number of ways to do this, depending on the nature of your objectives, event and/or budget, but tops among them is shooting with multiple cameras. A single camera, as typically used to capture these kinds of events, is limiting both creatively and logistically. By using additional cameras, we are afforded different 'looks', including multiple focal lengths, cutaway shots of audience, panelists, staging, etc. and by doing so, the viewing experience is more dynamic for the user, helping to capture and retain attention for longer. Additionally, we can cut in appropriate footage to help reinforce your key messages - using existing stock footage that we own, visual assets provided by the client, or originally created graphics and footage. This creates greater visual diversity, can help illustrate key content points, and aesthetically makes for easier viewing. Commercial post-production techniques, music and sound effects are also frequently integrated, adding a level of polish and helping to create 'mood' when appropriate.



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Putting Ideas into Motion.

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Additionally, Virtual Event videos allow the user to custom select whatever module, or topic area, is most pertinent to their interest level. While the user has the option of viewing a presentation in its entirety, they can also streamline their experience by clicking on the video module that is of most interest to them. By breaking down our subject material into digestible video ‘chapters’, users are not forced to sit through a real time string-out waiting for the section that they’re interested in watching.

CASE STUDIES and COST

Federal Aviation Administration (FAA):

As part of the FAA’s Air Traffic Controllers safety initiative, the agency needed a way to impart critical information to their nationwide workforce. However, the logistics (and cost) of assembling all of these personnel together in one location at the same time was unrealistic, as was ‘travelling’ the show to them. Instead, we created a round-table style TV talk show that featured Managers from several airport towers discussing their issues in an open forum, moderated style discussion. The video was broken into several segments and made available to FAA’s workforce nationwide. The show was designed to be viewable on its own, or used in a more ‘formal’, moderated group presentation whereby personnel could discuss issues with their colleagues after having viewed the program.

[See some of the FAA video here](#)

“Braun Film and Video quickly produced a safety training product for the FAA, meeting the needs of our air traffic control workforce in a cost-effective manner. We also worked with Braun to develop a pilot training video that went to every single airline. Again, the work was done professionally and on a tight deadline. I highly recommend them.”

- Kimberly Pyle, Program Manager

**Air Traffic Organization Safety and Technical Training
Federal Aviation Administration**

National Building Museum (NBM):

As part of the National Building Museum’s educational outreach efforts, NBM presenters travelled the country (or required audiences to come to them) to speak with teachers about how to best present NBM’s teaching curriculum. This involved extensive travel costs, scheduling logistics and personnel issues. In lieu of this exercise, they decided to create an on-line learning module that can be accessed anytime, anywhere and distributed this video to their vast educational network.

[See the NBM video here](#)

“As head of the national curricula program at the National Building Museum, I am always looking to connect with teachers from all over the United States. We have a robust program featuring a series of all-inclusive teaching kits that can be used out of the box by K-12 teachers. Along with the physical materials and lesson plans, we also provide training sessions for teachers who receive the kits. The trainings give additional content in the subject area and deeper insight into our teaching methodology. In order to reach a larger audience we decided to produce an internet-based training video. I worked with Braun Film to produce an engaging and professional video featuring one of our teaching kits. The video training made it possible for the Museum to distribute many copies of the teaching kit knowing that the users –who each watched the training video--were prepared to embark on the program with a full understanding of its goals, objectives, and materials. The entire process from inception to delivery of the video was excellent. The staff at Braun was knowledgeable and adaptable, considering it was my first time managing a project of this kind. They respected our parameters while offering ideas that made the video more useful and engaging for our clients/teachers. In the end, the video production process was such a success, we decided to adopt this training model for future distribution of our teaching kits.”

- Timothy Wright, National Curricula Coordinator

National Building Museum

Department of Homeland Security (DHS):

Faced with the challenge of introducing The Systematic Alien Verification for Entitlements (SAVE) Program to multiple audiences and agencies, DHS decided a 'Virtual Event' video was the most effective method. The collection of short videos, 13 in all, involved shooting an actual training session at U.S. Citizenship and Immigration Services headquarters at The Department of Homeland Security, and supplementing the collected material in post-production with extensive professional voice over, stock imagery and original graphic creation and animation.

[See one of the SAVE videos here](#)

"Homeland Security required a substitute to hosting live training sessions for SAVE benefit-granting agencies throughout the U.S. This training is so technical and specific that it had only ever been available for attendees at live sessions. However, with budget cuts, live-training was no longer an option. Braun's solution was both cost-effective and efficient. Their webinar program is distinctive and unique and made for an easy and quick production process. Braun's unconventional 'virtual event' video captured the attention of the on-line audience and engaged them throughout the training course."

- Bruce Purpura, SAVE Strategic Communications Consultant
BGov Consulting

Every project is customized based the client's specific objectives/needs, and depending on the scope of work and nature of the content needing to be captured. Therefore, our recommendations for every Virtual Events video are unique and so is your video. All of the examples above were produced in the high teens to \$30,000 range.

See how **Braun Virtual Events** can save your agency time and money. Contact:

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