

A Free Man in Paris

A Unique European Video Opportunity

SOME BUSINESS is taking me to Paris in late May and I will have a few days free. I would like to take advantage of the change in venue to visit with customers of some equipment and software vendors and capture some video of how they are using digital printing technology.

The concept is to visit customers and capture interview and background footage that will result in a five-minute video about how they are using a company's technology for a specific application or solve a particular challenge. The finished piece, complete with music and all titling and logos, would be ready for use on websites, in presentations, at trade shows; however the vendor may wish. If the customer is willing, I would also do a separate one-on-one interview that could run on an online publication such as WhatTheyThink.com. In this segment the customer and I would talk about how they are meeting some of the challenges they face today and include mention of the vendor's technology. This interview would also be part of a series being developed for the print industry that includes all types of printers talking about a variety of business issues.



Turnkey Operation

This program is designed to be virtually turnkey for vendors: Just connect me with the people I need to work with and I make it all happen. I would communicate in advance with your account staff in France to learn about the customer, the application and what story you would like to tell. Then I provide questions for the customer to review at least two weeks before the shoot. These will focus on the challenge or application, how the customer is using your technology, and the benefits it provides their business. This makes it easier for them to prepare and still allows the "talk track" of the video taping to be relaxed and spontaneous. At your customer's site, I connect with the account team and we do the interviews and taping. Your people are welcome to add questions that clarify points or draw out more detail. Once back in the States, the video is edited for review, input and approval by you, the customer and the account team, and a final version is produced.

A Free Man in Paris is a great opportunity to showcase an important customer who might not otherwise get global exposure. I'm putting this offer out now because it will take time to orchestrate all the players and moving parts. Due to my limited time in Paris it's preferable that the location we "shoot" be close to the city, but with sufficient planning I could go further afield, even to other countries.

Given today's economic realities, pricing for this is meant to be affordable so you will get the most value for your investment. There are only a few days available and there is already a lot of interest, with firms working to lock down customers and dates. For more information or to reserve a spot, please contact me at 603.672.3635 or by email at noel@brimstonehill.com. *Au revoir!*



Noel

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