



SpeakerNet News

P R E S E N T S

Video Brochures: How to Market Yourself Using the Latest Technology

A teleseminar with Ed Primeau


Interviewed by Rebecca Morgan, CSP, CMC

Contents of this report:

- Synopsis of the teleseminar from the SpeakerNet News Web site, with an overview of the program contents and background information for Ed Primeau.
- Edited transcript of the teleseminar interview. The verbatim transcript has been edited to improve readability and to provide a list of additional resources.

SpeakerNet News

1440 Newport Ave. San Jose, CA 95128 408.998.7977
editor@speakernetnews.com • www.speakernetnews.com



Video Brochures: How to Market Yourself Using the Latest Technology with Ed Primeau

How do you create a video brochure that gets you hired? What do you need to make sure you include and what must you never show? Too many times professional speakers have a poor video and don't know it, yet wonder why it doesn't bring them business. This program will help you create a video brochure that sells the value of your presentation. Learn from the lessons of Ed's 20 years working with professional speakers.



You will learn:

- How to get great footage every time you videotape your presentation.
- What goes into a great video brochure.
- What you must make sure to exclude.
- How to position yourself and your message to the appropriate audience.
- How to locate a videographer in the city you are speaking.
- How much a video brochure should cost.

About Ed Primeau:

In 1984 Ed founded Primeau Productions, Inc., a full-service multimedia production company that works with professional speakers and entertainers to help them use multimedia to market their message and work with them to develop products that provide additional income without leaving their office. Primeau Productions has produced video brochures for Steve Rizzo, Stedman Graham, Bob Eubanks, Chuck Cote, Cherie Carter-Scott, Jeff Slutsky, Vince Poscente, Richard Thieme, Richard Hadden, Bonnie St. John, Terry Brock, Wally Bock and Bobbe White, to name a few.

Over the course of his 20-year career working with professional speakers, Ed has videotaped some of the greats like Og Mandino, Les Brown, Tom Brokaw, Zig Ziglar, and Governor Ann Richards of Texas.

He is past president of the National Speakers Association of Michigan as well as a chapter member of the year. One of his companies, Primeau Productions, Inc., frequently volunteers its services for the National Speakers Association.

www.primeauproductions.com

SpeakerNet News Teleseminar
“Video Brochures: How to Market Yourself Using the Latest Technology”
with Ed Primeau
Interviewed by Rebecca Morgan, CSP, CMC

REBECCA: Let me introduce our guest expert, Ed Primeau. Ed has been a producer since 1979. Since then, he has produced videos for some of the top speakers in our industry. We’ve asked Ed to share with us how to create a dynamic video that gets our services purchased. Ed, thanks for being with us today.

ED: Thank you. I’m excited! What a great experience this is.

REBECCA: Good, I’m glad!

I know that one of the things that you say is prime for creating a good video demo is actually getting great footage. I’m sure most of our listeners have had the opportunity to be videotaped, but how do we make sure we are getting great video footage every time?

ED: There are some formulas that are going to be really useful to follow.

Be sure that you are feeling really good about the client and the audience. I personally don’t like footage of audiences less than 100. I think you need to have the energy and the dynamics of the noise that the audience is hopefully going to make with applause and laughter. Some things that you want to consider: first, tape format. Beta SP is a traditional format. It has been around a long time. It’s not a digital format. It’s what’s called an analog format. There are three main digital formats that are pretty universal and able to be passed back and forth between production houses. Those three are:

DVCam which stands for Digital Video Camera.

Mini DV which is kind of a “prosumer” format. What I mean by that is, it’s a consumer format and it’s a professional format.

The last is DVCPRO.

Let’s briefly just go through a couple of advantages of the four, and the differences.

Beta SP—if it’s being taped in a camera, you can only get 30-minute tapes, which means that if you are speaking longer than 30 minutes they will have to change the tape. That could come at the wrong time during your speech. So, it’s better to go with a digital format because the tapes are longer—like DVCam. DVCPRO you can get up to 3-hour loads (load being a tape length). Mini DVs are 80 minutes. We’re going to go over the types of equipment in a moment and give you some rates.

REBECCA: Typically we would ask for Beta SP. Are you suggesting that, once you help us determine which of these would be the best quality, that we make that request when we contract with the videographer?

ED: Yes. What you are going to find these days is that Beta is falling by the wayside. It may be a really bold statement. Let me tell you why I believe that.

The new equipment is far superior. It’s much more affordable and it works better in low light applications. For instance, Beta, as I’ve mentioned before, has the 30-minute load, unless you get a deck in there, then you are paying extra rental fees in order to be able to have a deck. But, you can put longer tapes in a Beta deck and it requires more light. Those are the two biggest disadvantages these days to Beta. So the digital formats you are going to find more applicable