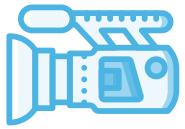


IMPACT'S JOURNEY OF VIDEO SERVICES



Video Insourcing Program

6 - 8 weeks

- 30-min weekly video calls with a video trainer
- Hiring process consultation and offline applicant feedback
- Review of 3 scripts per week
- Training on what to define before videographer is hired
- Preparation with videographer and leadership team for on-site workshop



Video Sales & Marketing Workshop

1 - 2 Days

- On-site one or two day workshop with a video trainer that the entire company attends
- Establishment of buy-in for the purpose of video being produced and used in the organization
- Explanation of the high-level video strategy/types
- On-camera performance training for those that will be in videos
- On-site production and process training with the videographer while shooting videos together



Video Sales & Marketing Consulting

6 - 9 Months

- 30-min weekly video calls with a video trainer
- Review of three scripts and videos per week
- Completed strategy training with videographer and marketing department
- Ongoing improvement to video production quality and informational substance
- Learn to consistently produce 2-3 videos per week
- Completed cultural adoption of using video company-wide



Video Graduate Program

3 - 6 Months

- 30-min monthly video calls with a video trainer
- Review of 3 scripts and videos per week
- Videographer is leading the strategy of video for the organization
- Discussion of potential future issues with video culture in the organization
- Marketing can track all revenue attributed to video
- Company has a strong trajectory of becoming the best visual educators in their space

Additional Video Services

Video for Sales Consulting

30-minute weekly calls with your sales team. Review of 8 sales videos per week. Learn the best-practices of video selling strategies and the integration of 1:1 video in your sales/service processes.

Video Production

Ongoing pre-production strategy and script development consulting with a video trainer. On-site production of Selling Seven and/or Big 5 Videos from a certified IMPACT production partner.