

## Vignette / Webinar Creation Process

### Introduction:

With over 18 years of helping busy subject experts turn their knowledge into content, we have developed a methodology that creates great results while lowering the time and hassle on subject experts.

We will need these things from you:

1. Bulleted answers to some basic questions below
2. Up to 1-hour of focused interview time for us to “acquire” your insights through an interview process
3. Review of the script and final program to provide feedback to us to complete the final show(s)

### Vignette Process:

#### Joint Customer / Avitage Activities

1. Customer Completes **Avitage Message Requirements Document (MRD)**, including:
  - a. Define Purpose / Communications Objective / Goal
  - b. Target Audience (Stage of buying cycle, Role, any other criteria)
  - c. What Questions or Objections should the content address?
  - d. How delivered? (e.g. in-person meeting, web meeting, web site, email, live webinar, web site, microsite)
  - e. Outline elements
  - f. Include any related source content for script (e.g. transcripts, blogs, other)
2. Recorded Interview to Acquire Input from Subject Matter Expert(s) (SMEs)
  - a. Speak to topic outline

#### Avitage Activities

3. Script
  - a. Outline of a typical vignette script is:
    - i. Introduction (Capture attention, frame)
    - ii. Setup problem – incl problem / impact / cost
    - iii. Solution approach – incl positive impact
    - iv. Example / story / proof point
    - v. Call to action / next steps – incl questions they might have

- b. Scripts are reviewed by customer for approval being moving forward
4. Storyboard
  - a. Outline of images / text for each scene
  - b. Image/Video Selection
5. Audio Acquisition / Recording
  - a. Edit from previous recordings
  - b. And/or record narration
6. Production
  - a. Graphic Development
  - b. Produce vignettes
  - c. Review/approval by Customer
7. Deliver
  - a. Finished programs in customer preferred format(s)
  - b. Post re-usable assets to Avitage Collections – private customer section
  - c. Post scripts & related assets

## **Webinar Process:**

Webinars operate on a similar process, depending on the amount of webinar story or presentation that you already have in place.

For webinars, we recommend this 18-minute format (see TED Talks below), followed by an unlimited question and answer period:

- 5-minute provocative introduction using customers' problems and impact that you will discuss
- 10-minute "point of view" about approach to solve customers' problems, value of approach (not a product pitch), short examples and impact of approach
- 3-minute calls to action and invitation to view additional content. This gives you an opportunity to "merchandise your messaging and content."

## Webinar Preparation Tips:

In preparing your webinar, you might consider the advice provided by **TED Talks** to some of the brightest and most articulate presenters in the world. Here is a brief summary with links to video segments you might find interesting.

On the appropriate length of presentations -- From Richard Saul Wurman, founder of TED

**"Boil it Down to 18 minutes.** 15 minutes too trivial. 20 minutes too long (and people would talk for 25). 19 minutes too perverse, and 17 is a prime number." Though some have speculated that 18 is mystical (in Judaism 18 is the number for **יח**, which means "life"), Wurman says "no."

## The TED Commandments

These 10 tips are given to all TED Conference speakers as they prepare their TED Talks. They will help your TED speakers craft talks that will have a profound impact on your audience.

1. **Dream big.** Strive to create the best talk you have ever given. Reveal something never seen before. Do something the audience will remember forever. Share an idea that could change the world.
2. **Show us the real you.** Share your passions, your dreams ... and also your fears. Be vulnerable. Speak of failure as well as success.
3. **Make the complex plain.** Don't try to dazzle intellectually. Don't speak in abstractions. Explain! Give examples. Tell stories. Be specific.
4. **Connect with people's emotions.** Make us laugh! Make us cry!
5. **Don't flaunt your ego.** Don't boast. It's the surest way to switch everyone off.
6. **No selling from the stage!** Unless we have specifically asked you to, do not talk about your company or organization. And don't even think about pitching your products or services or asking for funding from stage.
7. **Feel free to comment on other speakers' talks,** to praise or to criticize. Controversy energizes! Enthusiastic endorsement is powerful!
8. **Don't read your talk.** Notes are fine. But if the choice is between reading or rambling, then read!
9. **End your talk on time.** Doing otherwise is to steal time from the people that follow you. We won't allow it.
10. **Rehearse your talk** in front of a trusted friend ... for timing, for clarity, for impact

TED Commandments: <http://www.ted.com/pages/360>

TED Presentation Prep -- Link to video

<http://www.fastcompany.com/feed/video.xml>

Fast Company -- How TED Connects the Idea-Hungry Elite

<http://www.fastcompany.com/magazine/148/how-ted-became-the-new-harvard.html>