

A *vimeo* Resource

The Essential Corporate Comms Toolkit

Strategies to help you do meetings, better



The Essential Corporate Comms Toolkit

Whether you're sharing communications from your executive team, coordinating meetings, or planning virtual trainings, live video is the best tool to help you effectively communicate your message. This guide will share how companies of all sizes can leverage live video to create engaging meetings for every employee, on any device, wherever they are.

The evolving workplace landscape

2020 marked a massive migration to remote work. In 2019, only 17% of employees reported exclusively working from home – in 2021, that number jumped to 44%.¹ And that phenomenon isn't just isolated to the challenges of the pandemic. New data suggests that by the end of 2022, 25% of all jobs in North America will be remote.²

This boost in a global workforce presents a new set of unique hurdles. Coupled with modern-day challenges like information overload, and with employee turnover at all-time high, businesses of all sizes need to rethink how they communicate, engage, and retain their employees.

Today's workplaces have an engagement problem. In the most recent Gallup poll, 16% of workers reported they are "actively disengaged" – and only one-third of employees reported feeling engaged at their company.³ Live video is the best way for companies to connect and engage with their employees – no matter their time zone.

¹ <https://www.statista.com/statistics/1122987/change-in-remote-work-trends-after-covid-in-usa>

² <https://www.theladders.com/press/25-of-all-professional-jobs-in-north-america-will-be-remote-by-end-of-next-year>

³ <https://www.gallup.com/workplace/388481/employee-engagement-drops-first-year-decade.aspx>

Live video: a new norm for business

As live video becomes ubiquitous in our day-to-day lives, it's become even more important that businesses invest in building onboarding, training, and internal comms systems that make employees more engaged, productive, and, well, happy.

The science behind employee engagement

The term “engagement” is thrown around so often in the internal comms field, that it can feel like it actually loses its meaning. Let's go back to basics and lay out what employee engagement means as a whole, what it means for businesses, and what it looks like in the workforce.

To level set real quick, we're keen on the Harvard Business Review's definition of engagement: “People want to come to work, understand their jobs, and know how their work contributes to the success of the organization.” With that in mind, let's dive in.

The Harvard Business Review found that “happiness raises nearly every business and educational outcome: raising sales by 37%, and productivity by 31%.” When your employees buy into your company's mission, long-term goals, and have a sense of professional growth, they're more deeply committed to their work, resulting in higher productivity.

According to a Gallup survey on employee engagement, disengaged employees have 37% higher absenteeism, 18% lower productivity and 15% lower profitability. In dollars and cents, that translates to the cost of 34% of a disengaged employee's annual salary, or \$3,400 for every \$10,000 they make.⁴

Companies can nurture a culture of belonging, community, and inclusion not only by investing in the development of their employees (which we'll get to in a moment), but by ensuring the lines of communication between leadership and staff are clear, ongoing, and accessible.

To do that, it's crucial that leaders commit to building inclusive, approachable, and effective virtual experiences whether you're speaking to a new hire cohort, a small group of creatives, or your entire company.

⁴<https://www.gallup.com/workplace>

Tips to run better trainings

Usually done on a smaller scale than, say, town hall meetings, employee trainings remain an important component of internal communications strategies. When done poorly, however, trainings can be detrimental to more than company morale — it can affect your bottom line.

To make your trainings more engaging, consider the REACH method, developed by leadership and development manager, Kyle Farris. At its core, REACH repositions training through the lens of the participant, not the instructor:

R ecall	What will limit my audience from recalling the lesson?
E ffort	How much effort will be required to learn this content?
A ttention	How challenging will it be to retain focus?
C ause	What cause or purpose do they have to learn?
H umility	How humble are they as learners (and am I as an instructor)?

You can also apply these three simple strategies for your next training to make it even more effective:



1. 20 minutes for maximum engagement

Research shows that intense focus with adult learners lasts up to 20 minutes. For each module or lesson that employees need to complete, aim to keep it to 20 minutes or fewer.



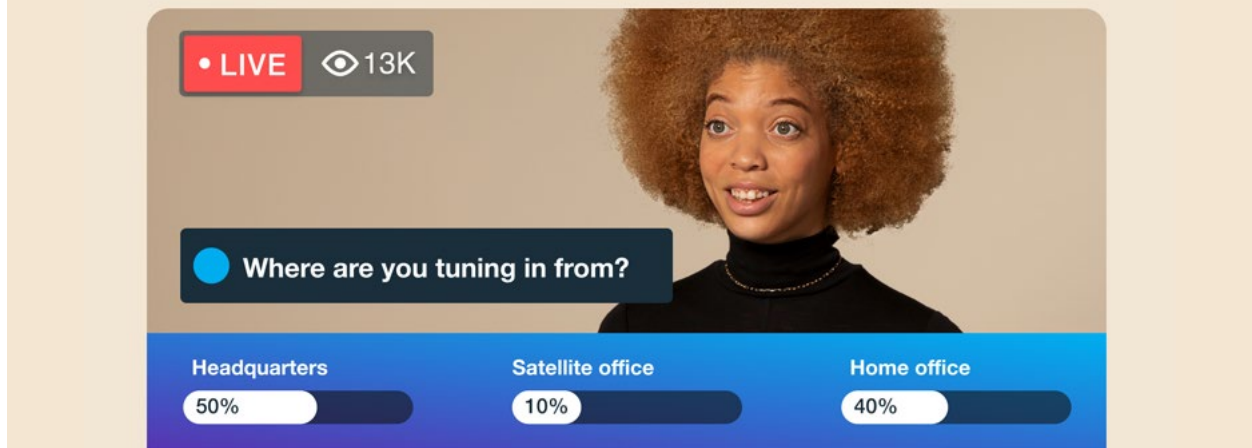
2. Consider your learning environment

Online spaces, like a virtual training, meeting, or e-learning platform, can actually offer users more comfort and security than an in-person session. In these instances, people tend to relax and open up to new ideas or methods more easily.



3. Use video for learning

No, we're not just including this because we love video (although, we do, of course). Teaching with video has been proven to improve retention of information better than teaching solely with text. In fact, studies find that presentations with a blend of text and video are 9x more effective for learners.



7 steps to an awesome company meeting

Whether you're prepping for your biggest town hall of the year or coordinating a smaller, more intimate company event, some universal truths apply. We've rounded up insights, tips, and lessons learned from people in the field who've gone through it all.

1. Plan your content and a clear message

According to Chris Zook, partner at Bain and Company, only 40% of U.S. employees know what their company's goals are. From the get-go, you and your team need to agree on the key message for the event.

Is there a theme or vision you want to communicate for the next quarter? Maybe your company wants to show transparency by holding a Q&A with leadership after an acquisition. Or perhaps the goal is to share key performance metrics and the upcoming roadmap for a large team. Whatever the main goal is, get clear on it – and make sure it comes through in the final presentation.

2. Set objectives & learning outcomes

No matter the size, employees will still need to take away something from your meeting. So, what's your message? Here are some ways you can break out learning outcomes when planning your next meeting:

Awareness

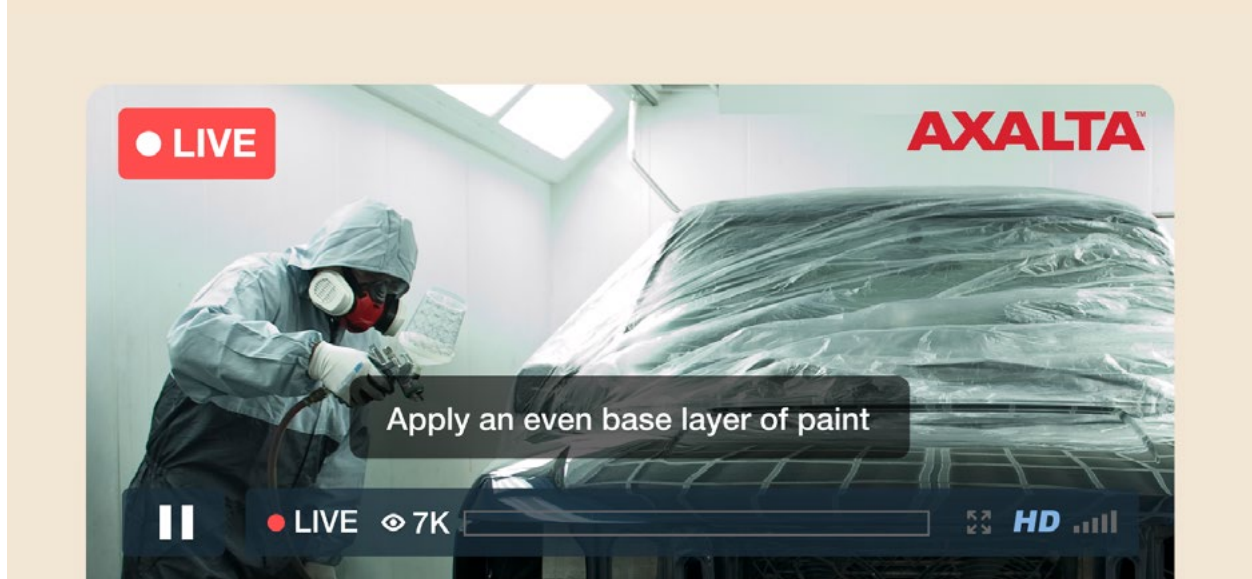
At its most basic level, this learning outcome focuses on communicating information, with no actionability or follow-up required from participants.

Understanding

Employees will internalize and get a deeper comprehension of the material and message.

Skill

Functional tools, tips, and strategies that employees can apply in their day-to-day role.



3. Adapt content for virtual sessions

In some cases, content made for in-person meetings isn't as effective in virtual environments. Take Axalta Coating Systems, who uses live streaming to train thousands of employees and partners around the world every year.



Our content team's primary responsibility is to develop training content for the classroom. Because we take a different spin on training through our live virtual program, we have to 'translate' that content slightly to be more effective for our online participants.

Steve Hamaday

Virtual Training Manager,
Axalta

Be realistic about what elements of a training won't translate virtually – maybe it's team camaraderie, or even the celebratory happy hour following the event – then think through some creative solutions to fill in those gaps.

4. Build a sharp and concise presentation

Speaking of content, we'd be remiss to leave out the importance of a well-designed presentation in a meeting. Beyond the visual aesthetics of colors and fonts, how you portray your message in the presentation makes a big difference in retention and readability. Slides with huge amounts of text are not only dull, but hard to read – making your message harder to get across.

Here are three best practices for formatting text in a presentation:

5-5-5 rule, for blocks of text

- No more than 5 words per line
- No more than 5 lines per slide
- No more than 5 consecutive text heavy slides

10-20-30 rule, for pace and readability

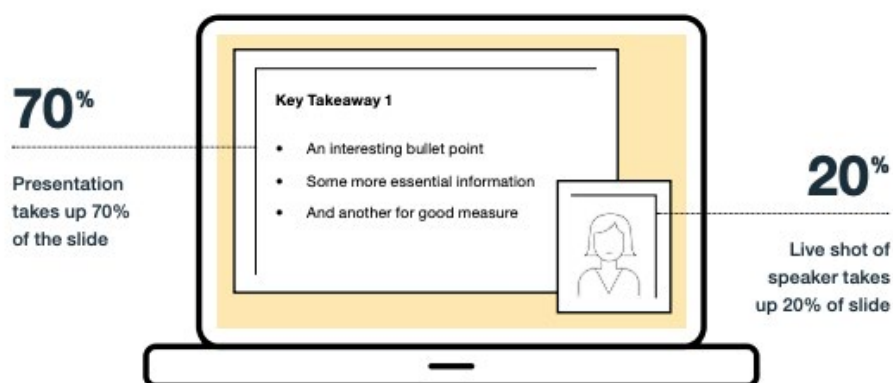
- Aim to tackle:
- 10 slides
- In 20 minutes
- Displayed in a 30 pt. font

1-6-6 rule, for bullet point slides

- 1 main idea, communicated through a maximum of
- 6 bullet points, with no more than
- 6 words per point

During your stream, ensure there is ample screen space dedicated to the presentation. “You want to make sure that the presentation is not just incorporated in your live stream, but that you’re giving enough real estate to it, too,” says Dennis O’Brien, Senior Project Manager for Live Production at Vimeo. “You don’t want your viewers to lose sight of what you’re talking about.”

Picture-in-picture (PIP) graphics are the best way to strike a balance of subject matter and speakers in a live stream. Here’s a sample template you can use for setting up an optimal PIP for your live stream:



5. Don't stagnate, participate

As mentioned earlier, engagement is essential to ensuring your message is heard, as are the concerns of your employees. You can embed Q&A or polls into your live stream to offer simple, effective methods to facilitate discussion.

Axalta takes things a step further by using user-generated content from their participants in their live streams. “Because we have to certify our users, we have them submit videos to us as part of their certification,” says Hamaday. “We then reuse and recycle their content to teach and learn from it.”

6. Garner feedback, measure impact

Business author Tom Peters perhaps said it best in his book *Thriving on Chaos*: “Excellent firms don’t believe in excellence – only in constant improvement and constant change.” Which is to say, once your meeting or training is complete, your learning shouldn’t stop there!

Leverage meeting attendees to better understand how you can improve for next time. For any meeting, offer a follow-up survey to collect input and valuable insights. These surveys don’t have to be formal or fancy, either — but can paint a data-driven picture of where the meeting excelled or faltered. It’s also a simple method for further including remote teams or satellite offices.

Other metrics of measurement

For live streamed meetings, tracking several metrics can help you prove value, pinpoint what’s working, and improve future experiences. Vimeo’s handy built-in analytics offer these stats (and a whole bunch more):



Total live viewers

Who showed up to tune in?



Watch time

How long did viewers watch the live stream? This offers a strong indicator of how engaging the content was.



Viewing location

For global workforces, you can see how far your meeting stretched across time zones.

7. Debrief, then take action

Of course, gathering input is only one part of the process. Reflecting with your team and stakeholders is just as important. “Even if everything went well, we always want to find an area where we can improve upon and make the next event better in some way, shape, or form,” says O’Brien. “The idea is that we can build upon the success and keep it going.”

Getting your tech in order

Whether you're managing a massive company meet-up from a conference room or a more intimate event from your home office, there are plenty of tools out there to create a live stream that really resonates.

Camera and A/V cables

Of course, your camera is a critical piece of your live stream. If you're a one (or two, or three) human operation, your webcam will probably do the trick for reaching a smaller group of folks, but if you're looking to produce a more professional-looking event, we suggest investing in slightly better tech.

Depending on your budget and meeting, you could try anything from a Mevo camera (perfect for those easing into live streaming), or more professional cameras. The Vimeo production team's favorites include the Sony PMW-300K1, Sony PMW-X320, and Sony HSC-300R.

Other suggestions from our team include:

HD - SDI Cameras

- Sony FS700
- Sony PXW-FS5
- Canon XF305
- Canon XA25
- Panasonic AG-AC130A
- Panasonic HPX Family HDMI Cameras
- Canon XA10
- Canon XA30
- Canon XF100
- GoPro Hero 4 Silver
- GoPro Hero 4 Black



Don't let the fancy camera models intimidate you, though! Vimeo's Senior Project Manager for Live Production, Dennis O'Brien, says that consumer-grade cameras can work great, too. "Our productions sometimes involve multiple cameras, but if you're just getting started, all you need is a single quality camera. Even a webcam can work, just to get started and get your feet wet."

If you end up going with higher-grade cameras like the ones mentioned above, you'll need A/V cables to bring in your audio stream (pretty important to get your message out, right?). You could use consumer-grade HDMI cables, like the ones you use to plug devices into your computer or TV at home, or try professional-grade HDSDI cables. If you opt to use a Mevo camera, or a built-in webcam, A/V cables are not required.

HDMI (HD Digital) Consumer grade which supports HD video (including embedded audio)

HD - SDI (HD or SD Digital) Professional grade cable which supports HD video (including embedded audio)

Microphones

Studies have proven that audio quality holds utmost importance to capturing your audience's attention through a live stream. "You'd be surprised at how often people can overlook the importance of audio quality," says Dennis. If you're streaming from home, your built-in mic will suffice, but we're preferential to a lavalier ("clip-on") microphone – or even a handheld mic, if you're streaming a hybrid event.



Lighting

The correct lighting is paramount to a professional-looking live stream. The bigger the space or the larger the event, the more lights you'll need to customize the look and feel of your event, similar to film or television. If professional lighting isn't in your budget, that's OK! You can get creative.

If you're in a meeting room or in a home office, play with natural lighting. After all, the sun; it's the best light source we have. Need more tips on lighting? Our blog has lots of handy articles on [perfecting your lighting setup](#).

Encoder and switcher

No live stream would be complete without a switcher and encoder (literally) — it's the difference between a video recording and a live stream.

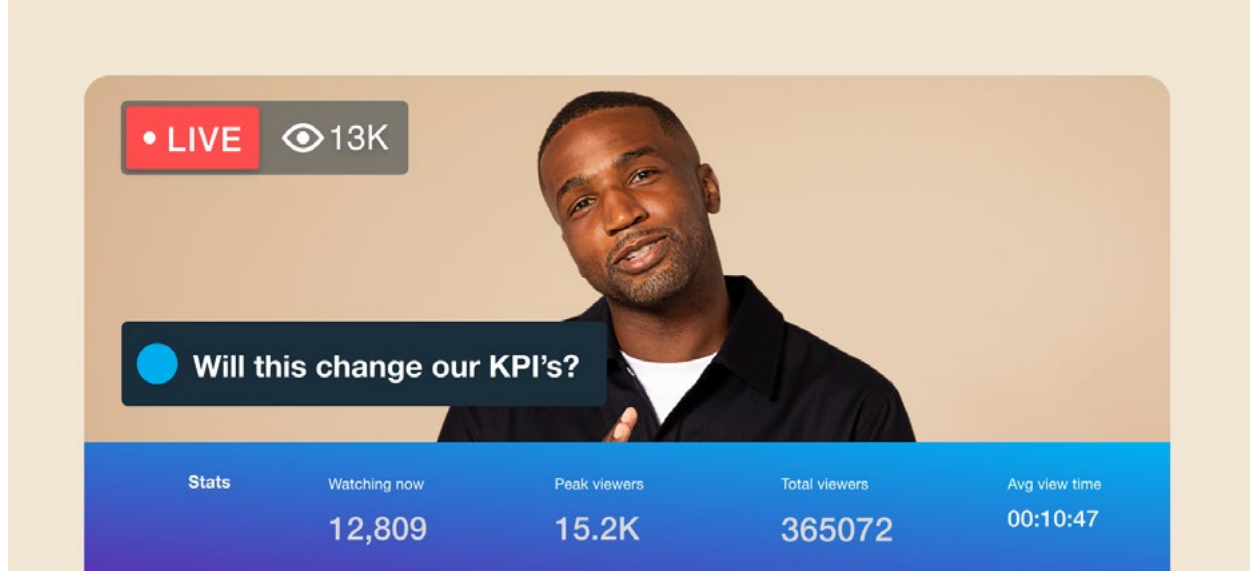
- An encoder is a piece of hardware or software used to convert a live feed so that it's viewable over the Internet via computers and mobile devices.
- A switcher is used to select and switch between several different video and audio sources, control graphics, and other production elements.

When using multiple cameras for a live streamed event, you'll want to incorporate a live production switcher into your toolkit, which allows you to mix between multiple camera angles during the live broadcast. You can find switchers and encoders through video equipment retailers like B&H Photo.

PS: Vimeo's live streaming software offers a native switcher/encoder, giving you the power of a live production control room in one easy-to-use package.

Setting up your software

Thought we were done with the technical jargon? Almost. Once you've rounded up all your hardware, you'll need live streaming software to bring your live stream to life. Vimeo's live streaming platform transforms your computer into a professional live production control room. This means you can create virtual meeting magic with features like switching between multiple cameras, adding branding and graphics, and implementing interactive elements like chat and Q&A.



Testing your tech

Testing your tech is the last piece of the technical puzzle. Here are some simple (but important) steps to take to ensure your live stream works just as it should:

Test your stream

The best thing you can do to prevent mishaps during the production is to test everything, but most importantly, test your stream. Test audio quality, video quality, and your internet connection (you can confirm your upload speed by testing your connection at a website like Speedtest.net).

You get a circuit! And you get a circuit!

Power might not make your initial list of concerns when preparing for a live production, but it should. Without power, your stream will fail. “The larger the production, the more power it can draw,” says O’Brien. Lights should be on their own circuit, audio on its own circuit, and encoders each on their own circuit, too.

Make space for your video village

It may seem simple, but adequate space and seating for your team is a core component of an ultimately successful stream. “Switchers and encoders are useless on the ground,” says O’Brien. “A table is necessary to create the best live streaming setup.”

Make sure your production team has space to coordinate and produce the live meeting, uninterrupted. The same rings true even if you’re managing the production solo – clear your room of distractions, and make sure your desk (and browser tabs) are uncluttered, so you can focus on the good stuff.

Vimeo can help with all of your company's big moments

Vimeo's enterprise solution offers plenty of ways to support companies of all sizes to better reach and connect with their employees.

Deliver a superior viewing experience

Vimeo lets you stream ad-free, full HD video to ensure your viewers have the best experience every time -- even if they have limited bandwidth. You can customize your stream with your own logo and on-screen graphics, and even switch between feeds, mix audio, and more.

And we work overtime to keep your content under lock and key – set passwords, embed permissions, and use SSO to keep private streams secure.

Vimeo's enterprise solution is



Secure



Turnkey



Searchable



Mapped to your
company's domain

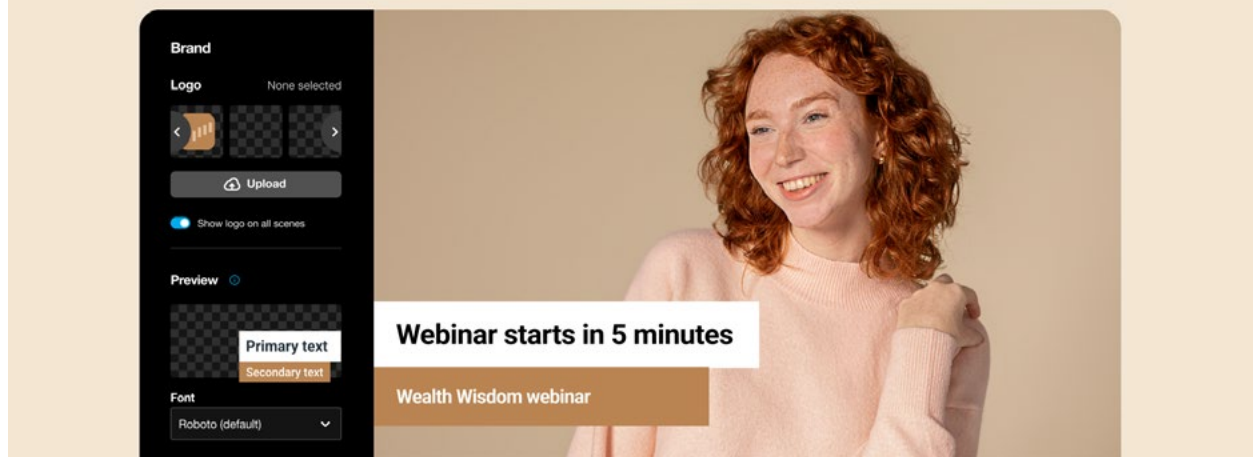


Customized to
your brand

Really, really reliable

A critical detail of any successful live stream is how smoothly it delivers content to your viewers. Spotty live streams are a surefire way to see a rapid drop-off in viewership: one survey found that more than half of viewers would abandon a poor-quality stream in 90 seconds or less. Don't let blips and glitches from subpar solutions ruin your meeting.

Vimeo boasts a 99.9% uptime, and we hold our promise to you with an SLA, too. Reliable and scalable video delivery ensures that your broadcast looks and sounds amazing — whether you're inside of the office, at satellite offices all over the world, or on the go. A dedicated support team has your back and ensures your questions are answered when you need them, 365 days a year. You can even preview your stream before you go live – and to ensure seamless delivery with backup streams.



Vimeo Events: Level up your events

Easy to use. Stunning to experience. Vimeo Events has everything you need to produce and promote virtual events that deliver ongoing impact for your business. Vimeo Events is equal parts simple and powerful, with core webinar functionality, a DIY live production studio, and dynamic audience engagement tools. The best part? It gives you control and confidence when going live. You can record and storyboard scenes in advance (meaning less stress day-of), then access all of Vimeo's existing video tools and integrations to market post-event content to your attendees. Our goal is to put the power of professional-quality video at your fingertips so you and your business can succeed. With Vimeo Events, we're proud to expand our all-in-one offering in another impactful way: empowering every marketer to produce and promote stunning virtual events easily and confidently.

eCDN: Stable streams that save money

Your IT team may need an eCDN to ensure a stable stream. eCDN stands for an Enterprise Content Delivery Network which, yes, is a mouthful, but also a critical part of ensuring a flawless, broadcast-quality live video message without clogging your network bandwidth. When a large number of concurrent viewers in one area watch the same content — like a live stream — your corporate network can hit a bottleneck. After all, most corporate networks weren't built to withstand every employee watching the same live stream at the same time.

Vimeo offers custom eCDN solutions to minimize the stress on your corporate network by reducing the amount of bandwidth needed from the external server, and instead uses the bandwidth inside the company. Not to get too technical, our eCDN solution will redistribute the requests to devices within the LAN, improving stream quality and reducing the bandwidth load on a company's internal network. Using an eCDN means high quality, high res streams, with no rebuffering or compromising business functions, all while reducing network and bandwidth costs. Who knew something with such an unassuming name could do so much?

Production services: Let us do the heavy lifting

Sometimes companies prefer to have the confidence and peace of mind knowing their live event is in the hands of a professional services team. Vimeo has a fully staffed production services team to help make your live stream a success. Since 2012, our team has handled streaming services for over 1,000 events. To best accommodate the unique needs of your business, we offer several types of trainings and services, including:

- Training: a hands-on training session that is tailored to your needs.
- On-site support: a hands-off experience, where our producer provides expert guidance before and during the customer's live event.
- Switch and encode: our producer prepares to stream the live event, including bringing primary and backup encoders on-site.
- 1-, 2-, or 3-cam productions: we up the ante on our switch and encode package and add one, two, or three camera(s) and camera operator(s).
- Full production: the whole shebang — a live production using 4+ cameras, and requires the support of a third-party vendor that can provide an upgraded switcher and video engineers



We used Vimeo's production team for on-site and dedicated support to get us comfortable and off the ground for our first few live streams. They were really helpful coaching us through best practices and what equipment we needed to host our remote shoots.

Will Steinberg

Co-President,
Zinc Agency

Tools of engagement

It bears repeating: engagement is essential for every employee (the alliteration really drives it home, don't you think?). Vimeo's enterprise solution offers several ways to give your employees a platform to ask questions, share their thoughts, and encourage discussion. Plus, you can explode your reach by simulcasting your live stream using RTMP, custom apps or social platforms like Facebook Live, LinkedIn, Twitch, and YouTube

Vimeo also allows you to improve your accessibility with auto closed captions. What's more, our analytics give you the tools you need to dive deeper into your event data. Scope out how many people watched live or tuned in on-demand, where they're tuning in from (perfect to track engagement from satellite/branch offices or remote teams), what device they're watching on, and more.



Live Chat



Real-time polling



Anonymous Q&A

Ready to try it yourself?

Vimeo has a variety of solutions and features to meet your needs. Get in touch with a member of our team today to improve your internal communications, increase employee engagement, and boost productivity today

Contact our sales team →

Learn more →

About Vimeo

Vimeo is the world's leading all-in-one video software solution. Our platform enables any professional, team, and organization to unlock the power of video to create, collaborate and communicate. We proudly serve our growing community of over 200 million users — from creatives to entrepreneurs to the world's largest companies. Learn more at www.vimeo.com.