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on back cover)

The Power of Social Network Video PR: Advanced Bootcamp on Scripting, Creating and Distributing High-Impact Web Video— an On-Demand Self-Study Webinar

Introducing the fastest, most economical way to bring your communications team up to speed on the awesome power and reach of high-visibility Web video

**Online Self-Study Training You and Your Staff Can Take
Any Time, on Your Schedule: Three Sessions over 4½ Hours**



Taught by social network experts and front-line practitioners, including

- **Duncan Wardle**, Vice President, Global PR, Disney Destinations
- **Ken Kaplan**, Broadcast and New Media Manager, Intel; Blogger, "Inside Scoop," "Movin' Ahead"
- **TJ Walker**, CEO, Media Training Worldwide, Video Blogger



Duncan Wardle

In just 4 ½ hours, you'll cover both the fundamentals and the latest advanced tactics for strategizing, creating and distributing stunning Web video:

- How to incorporate Internet video into traditional communications plans
- How to sell web video to management and clients
- Tips for telling an effective story using Web video
- The most popular formats and delivery methods your campaign must use
- How to integrate Web video into traditional programs and across other social media channels---including social networks like Facebook
- How to go viral using social media
- Secrets of low-cost, high-impact "talking heads" videos
- Common perils, pitfalls and online video faux pas to avoid at all costs
- And many more inside techniques (see pages 3, 4 & 5)



Ken Kaplan



TJ Walker

**To gain unlimited access to this course or for more information,
call 1-800-959-1059 or order online.**

How “The Power of Web Video as a Social Networking Tool: Advanced Bootcamp” Helps Your Team Create and Distribute Compelling Web Video that Captivates Audiences — and Furthers Your Brand

If you're ready to put Web video to work increasing your visibility and improving customer relationships . . .

Web video has exploded—and represents a huge opportunity for PR to reach millions, even in a down economy. Today's biggest organizations are successfully using online video to build brand, maximize coverage and generate Internet buzz. What's more, many of these efforts are seeing considerable ROI. Some have gone completely viral, reaching tens of thousands if not millions online.

The promise for PR is great—but so are the pitfalls. In this comprehensive series, our panelists will share their hard-won best practices, from technology requirements and practical first steps, to secrets of killer online content, to cost-saving production tips and viral distribution techniques. Not only will you learn how to easily create Web-ready video you can post on YouTube and other CGM sites, but you'll also walk away with new ways to measure your video's value and prove it to management.

Use this online self-study course to train your staff thoroughly and efficiently in just 4½ hours

No matter where you are on the Web video creation curve, The Power of Web Video as a Social Networking Tool: Advanced Bootcamp will vault you into mastery—from fundamentals to advanced techniques.

These sessions cover the art of Web video creation and distribution completely, starting with the planning and budgeting process and moving into advanced techniques. Above all, you'll hear about the latest tactics that are meeting success—as well as errors committed—so you can design or refine your strategy with real-world intelligence.

To make your learning easy and efficient, the course comes complete with *all handout materials* (downloadable pdf) and *transcripts*.

Schedule the three training sessions at your team's convenience—any time or place

The course is divided into three 1½ webinar sessions—one for each of three important Web video strategies to create content for and reach key audiences—so you can easily schedule your learning process. (You can even schedule to listen and view sessions in shorter time increments, if that suits your schedule.)

All you need to participate is a computer and a phone line. You can

create a team learning experience, or individual members of your team can acquire these skills on their own.

Best of all, when you purchase The Power of Web Video as a Social Networking Tool: Advanced Bootcamp, you have unlimited access: You can train additional staff two months from now or go back and review any time.

Taught by three Web video experts who walk the talk

Web video-based PR is not a theory of communication—it's a living, breathing, fast-paced dynamic process. When you learn these techniques, you want to acquire them from people who have extensive hands-on experience.

Our instructors for this bootcamp pass the reality test: Duncan Wardle, Ken Kaplan and TJ Walker and other faculty are Web video and social media veterans with years of tested experience . . . and leadership. You'll see their respective biographies and credentials on pages 3, 4 & 5.

Hands-on, real-world social network techniques ensure your efforts are savvy and successful

Rest assured: The Power of Web Video as a Social Networking Tool: Advanced Bootcamp delivers pure practicality—tips, tricks and best practices you can put to use immediately. The emphasis is on action—how to do it correctly, with maximum impact . . . and how not to do it.

Take a look at the dozens and dozens of topics you'll cover during this course—listed on the next three pages. No other social network PR professional development experience offers so much in such a short period of time.

How to make a cost-effective bootcamp even more attractive: Provide a \$100 discount

Many PR practitioners have paid as much as \$897 for these social media webinar trainings, and we've dropped the price to \$595—an outstanding value, considering that you receive *unlimited access* to the presentations.

However, as an introductory offer, for the next 30 days, you can purchase this course for only \$495—a \$100 savings.

Best of all, you can register now and start today.

To gain unlimited access to this course or for more information, call 1-800-959-1059 or order online.

Mastering Web Video Strategy for PR: New Techniques PR Can Use to Build Buzz on YouTube and Beyond

This 90-minute session unlocks the limitless potential of today's hottest social network marketing tool

We've all seen it: The right video clip on YouTube can capture millions of impressions---and stoke nationwide buzz---in a matter of hours.

Communicators from all industries are riding the online video wave---using it to generate astounding results . . . from increased brand awareness to media bonanzas for upcoming products to dramatic spikes in sales.

But beware: "Clever" online videos can backfire. One mistake and your nationwide buzz can turn your company or product into fodder for an agonizing week of jokes on late-night TV.

Which critical caveats should you consider before creating video content? Which web tools can you leverage to boost your video's reach in social networks? What are the most popular video formats to use?

To get the answer to these key questions and skyrocket your online video presence, I urge you to join me for this Wednesday's 90-minute PR University webinar: "Mastering Web Video Strategy for PR: New Techniques PR Can Use to Build Buzz on YouTube and Beyond."

Here are the practical topics you'll cover:

- **New Opportunities:** Why you should not go one more day without becoming an expert in creating and distributing viral Web video
- **YouTube Update:** Latest developments in viral video creation and distribution---what works, who's watching on YouTube compared to other online services and more
- **Convincing Data:** How to sell Web video to skeptical management and clients
- **Getting Started:** A step-by-step guide designed to help you create and distribute Web video for your client, company or brand
- **Secrets of Killer Content:** Tips for telling an effective story using Web video
- **The talent and technology** you must have on hand to ensure success---a checklist of off-the-shelf hardware and software necessary to launch your streaming video efforts
- **Production Tips:** Technical guidelines and specs---plus how to make sure your campaigns use the most popular formats and delivery methods
- **How to go viral using social media:** Steps to help you post on YouTube and other emerging CGM sites
- **Other distribution techniques** to maximize your video's reach---how to use RSS, SEO, syndication and other tools to get your video to the widest audience



- **Cost-cutting** tips for incorporating streaming video on a shoe-string
- How to integrate Web video into traditional programs and across other social media channels---including social networks like Facebook
- How to update online newsrooms to include Web video
- **Best Practices** and Case Studies: Examples you can take to your execs to show how Web video can help build brand and the bottom line---plus real-life techniques and secrets of successful viral video campaigns
- **Measurement and Metrics:** How to track and measure the value of your Web video program and prove it to management

INSTRUCTORS:

Ken Kaplan, Broadcast and New Media Manager, Intel; Blogger, "Inside Scoop," "Movin' Ahead"

Ken Kaplan is a broadcast and social media strategist/ producer/ participant in Intel's global communications group, helping the consumer and social media team tell stories by producing videos, photos and other online communication. Ken helped launch and directs Channelintel, Intel's main YouTube channel, and contributes to Intel's Flickr accounts, co-leads the @intel Twitter account and advises Intel's PR team worldwide how to use new media. Much of his work can be seen on the Intel Pressroom at www.intel.com/pressroom.



Shoba Purushothaman, Former Chairman and Co-Founder of The NewsMarket

Shoba Purushothaman has 20+ years of experience in the news and media industries in Asia, Europe and the U.S. She was a business journalist for nine years, including at Dow Jones & Co.'s newswires and the WSJ. With the Internet and digital technologies transforming the news and marketing industries, Shoba co-founded The NewsMarket, which provides broadcast-standard video to more than 25,000 media outlets in 190 countries and creates video channels for brands, non-profits and government organizations to enable them to communicate directly with the public using video.



MODERATOR:

Brian Pittman, Director of Content, Bulldog Reporter's PR University

To gain unlimited access to this course or for more information, call 1-800-959-1059 or order online.

Boosting ROI with Viral Video: How PR Can Build Buzz, Brand and the Bottom Line for Less

In just 90 minutes, learn how to master corporate communications in this hugely influential network

Web video has exploded—and represents a huge opportunity for PR to reach millions, even in a down economy. Look no further than MoveOn.org's "Your Friend Lost for Obama" get-out-the-vote viral video last November, which had been forwarded more than 10 million times in its first week. Disney launched a similar viral effort in December, billed "You're Celebrating"—the results were impressive . . . and measurable. The bottom line: Today's biggest organizations are successfully using online video to build brand, maximize coverage and generate Internet buzz.

What's more, many of these efforts are seeing considerable ROI. Some have gone completely viral, reaching tens of thousands if not millions online. The promise for PR is great. Yet so are the pitfalls. Join this exclusive, practical session to learn firsthand how you too can use online video to drive recognition and real results.

Our panelists—both Web video gurus—will share their hard-won best practices, from technology requirements and practical first steps, to secrets of killer online content, to cost-saving production tips and viral distribution techniques. Not only will you learn how to easily create Web-ready video you can post on YouTube and other CGM sites, but you'll also walk away with new ways to measure your video's value and prove it to management.

Here are the immediately useable takeaways you'll acquire:

- How to incorporate Internet video into traditional communications plans
- Ten questions every PR team must ask—and answer—before jumping into web video
- Practical Case Studies: Concrete examples you can take to your execs to show how viral Web video targeted to consumers can build brand and the bottom line
- The talent and technology you must have on hand to ensure success—a checklist of off-the-shelf hardware and software necessary to launch your streaming video efforts
- Production Tips: Technical guidelines and specs—plus how to make sure your campaigns use the *most popular formats* and delivery methods
- How to go viral using social media: Steps to help you *post on YouTube* and other emerging CGM sites
- Other distribution techniques to *maximize your video's reach*—how to



use RSS, SEO, syndication and other tools to get your video to the widest audience

- Cost-cutting tips for incorporating streaming video on a shoe-string
- Best and Worst Practices: Real-life techniques and secrets of successful PR-driven viral video campaigns—plus warnings from those who *blew it big-time*
- Secrets of Killer Content: Tips for telling an effective story using Web video—plus how to use that knowledge to create viral campaigns that drive ROI
- Measurement and Metrics: How to measure your viral video's value and prove it to management
- Common perils, pitfalls and *online video faux pas to avoid* at all costs

INSTRUCTORS:

Duncan Wardle, Vice President, Global PR, Disney Destinations

Duncan Wardle is vice president, global public relations for Disney Destinations. His current role encompasses the strategic development and creative ideation of PR campaigns and social media initiatives designed to raise awareness, engage consumers and increase intent to visit Disney Parks worldwide. Most recently, his team launched the company's first online social media initiatives. The campaigns created a series of conversational platforms, enabling thousands of brand advocates to share their passion and credibility with new audiences worldwide. Duncan also serves as the global creative innovation champion for the Disney Parks brand.



Doug Simon, President & CEO, D S Simon Productions, Inc.

Doug Simon authors one of the industry's leading video blogs at www.dssimonvlogviews.com. The award-winning firm specializes in social media video communications, creating and distributing video virally and to Web influencers. D S Simon also offers traditional services, including satellite and radio media tours, B-roll, corporate video, webisodes and event production.



MODERATOR:

Brian Pittman, Director of Content, Bulldog Reporter's PR University

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How Talking Head Social Media Video Can Help You Score Millions of High-Quality Online Impressions

What you'll cover in this 90-minute *streamed video* webinar:

Introducing the latest social media PR breakthrough: Talking-head video clips and programs. These super low-cost, easy-to-produce video posts of your top execs, researchers, authors or experts can be used on your own website and in marketing emails, but they can also be posted on YouTube, LinkedIn and Facebook and linked to create Social Media Press Releases to increase searchability and visibility.

You can also use talking-head social media video to vault your presence, tell your investor relations or product stories, teach people how to use your product, strengthen your brand and thought leadership, and quickly build a searchable online video library.

To learn how any PR department can jump into this magical new medium with little training and a tiny investment, join renowned media trainer TJ Walker for this live, streamed 90-minute video webinar. You'll even get to see TJ produce a real, talking heads PR video live.

Here are the practical takeaways you'll acquire:

- New Opportunities: Why you should not go *one more day* without becoming an expert in creating and distributing talking head videos
- Why talking head video works so powerfully on social media networks and the many myriad ways you can repurpose these clips to lengthen the "long tail" of your marketing
- Getting Started: A step-by-step guide for designing a talking head video program: Who should speak, what your messages should be, where to set up
- What you need to produce talking heads video: What hardware and software (not much!) you need to do it yourself and how to find the best, most cost-effective production facilities if you don't
- How to create talking heads videos that need little or no editing
- How to script your talking head video—and why you may need *no script at all*
- Secrets of Killer Talking Heads Content: Tips for telling a powerful story using talking heads
- Six Common Talking Heads Video Mistakes: Common mistakes PR teams make when launching Web video and how to avoid each
- Production Tips: Technical guidelines and specs—plus how to make sure your campaigns use the *most popular formats* and delivery methods



- How to go viral using social media: Steps to help you post talking heads video on YouTube and Facebook
- Other distribution techniques to maximize *your talking head video's reach*—from posting on your own website to using RSS, SEO and other tools to get your video to the widest audience
- Watch TJ produce an actual talking heads video with a PR professional who has never created one before . . . *right before your eyes!*
- Best Practices and Case Studies: Successful examples you can take to your execs to show how talking heads video can help gain CEO visibility, build brand and thought leadership, launch products, and attract a regular audience online

INSTRUCTOR:

TJ Walker, CEO, Media Training Worldwide, Video Blogger

TJ Walker is a world-renowned media trainer and one of Bulldog Reporter's top-rated speakers ever. He is a pioneer in the use of Internet video, having first done daily video blogging in 1999, he hosts the #1 watched daily speaking-related internet TV show at www.youtube.com/tjwalker, he has produced more than 1000 internet videos. TJ is also author of the #1 national bestselling book, "TJ Walker's Secret to Foolproof Presentations."

(#1 *USA Today*, *Wall Street Journal*, *Business Week* Best Seller Lists), and "Media Training A-Z." As an expert on media presentations, he is seen frequently in the national media, including appearances on CNN, MSNBC, Fox News, Headline News, Bloomberg TV, Comedy Central's Daily Show, and the CBS Sunday Morning Show. He has been the personal presentation/media coach to presidents, prime ministers, CEOs, US Senators, Super Bowl winners, and Nobel Peace Prize winners.



To gain unlimited access to this course or for more information, call 1-800-959-1059 or order online.

The Power of Social Network Video PR: Advanced Bootcamp on Scripting, Creating and Distributing High-Impact Web Video—an On-Demand Self-Study Webinar

Introducing the fastest, most economical training tool for bringing your communications team up to speed on the awesome power and reach of Web video—now with a \$100 discount

Act now and save \$100 with our introductory discount—valid only for the next 30 days

More than a concise, 4½-hour training experience, you this workshop gives your staff mastery of Web video creation and distribution strategies

This high-impact workshop is packed with insider secrets that will *completely change* the way you think about—and practice—Web video. It will also dramatically increase your online visibility and improve your customer relationships.

Best of all, you gain unlimited access—so anyone in your organization can watch it, at any time.

Your team will complete this bootcamp with practical, real-world skills and work product you can put to use immediately

This workshop is passionately practical and hands on—complete with numerous case studies and practical examples provided from our expert instructors' direct experience.

Taught by Web video experts who are also front-line practitioners

- **Duncan Wardle**, Vice President, Global PR, Disney Destinations
- **Ken Kaplan**, Broadcast and New Media Manager, Intel; Blogger, "Inside Scoop;" "Movin' Ahead"
- **TJ Walker**, CEO, Media Training Worldwide, Video Blogger
- Plus other expert faculty

Who should take this course?

This high-level bootcamp is for any PR, communications or marketing professional responsible for Web video and social media marketing—from strategy and budgeting to supervision and content creation. Whether you've been working in Web video for years or are new to it, Power of Web Video as a Social Networking Tool: Advanced Online Self-Study Bootcamp is *guaranteed* to give you new tools, tricks, insights and strategic vision to dramatically increase your effectiveness planning, creating and distributing high-quality Web video.



Duncan Wardle



Ken Kaplan



TJ Walker

\$100 introductory savings makes the most valuable social network self-study training tool even more cost-effective

Dozens of PR and communications practitioners have paid up to \$897 to hear this three-part course, so at its regular price of \$595, this online webinar is an excellent value. Now, for 30 days only, you can acquire *unlimited access* to Power of Web Video as a Social Networking Tool: Advanced Bootcamp at a \$100 discount!

As an introductory offer, for a limited time, Bulldog Reporter now offers it at *only* \$495.

YES! We want to dramatically increase our impact in social network PR.

Please grant us immediate access to the online self-study webinar: Power of Web Video as a Social Networking Tool: Advanced Online Self-Study Bootcamp. *We understand we will receive a \$100 introductory discount and pay only \$495.*

Please fill out the form below and fax it to 510-596-9331. For personal service, phone 1-800-959-1059. Or [purchase online](#) now.

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