

Web Broadcasting Your Conference: A Guide for Business and Association Conference Organisers (Paperback)



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Reviews

A whole new eBook with a brand new perspective. it was actually writtern quite completely and useful. I found out this ebook from my dad and i recommended this ebook to discover.




(Dr. Wyatt Morissette)

WEB BROADCASTING YOUR CONFERENCE: A GUIDE FOR BUSINESS AND ASSOCIATION CONFERENCE ORGANISERS (PAPERBACK)



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Createspace, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. There is hardly a day goes by in any modern town or city when there isn't some kind of conference or seminar taking place. Many of them will not be recorded in any lasting or useable way. The motivation for writing this book is the belief that it is a travesty that truly valuable, sometimes life-changing, content, produced at great effort and expense, is typically seen once and once only by an audience limited to the number of seats that can be squeezed into the room. With the plethora of affordable technology and services available it doesn't have to be that way any more. The purpose of this book is to help event organisers and owners to broadcast their valuable content to the world without costing the earth. This book is a practical introduction to hybrid and virtual events for event producers, planners and organisers. Readers will gain a basic level of knowledge to help them build their own web broadcasting strategy and prepare for their first web broadcast. If you can answer yes to one or more of the eight questions below, then this book is definitely for you. Are you frustrated at the amount of time and effort that goes into putting presentations together, for them only to be seen and heard once by an audience limited to the number of seats you can squeeze in the room? Do you want to engage a remote audience who cannot or will not physically attend your event? Do you believe that there is inherent value in the knowledge and expertise contained in your presentation content that you should be recording? Do you want to reduce the cost of your event?...

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