

**Leadership in Media:  
Honoring the Past, Shaping the Future**  
CMMA 2016 National Conference

**Conference Chairs**



**John Forte, Cummins**



**Dan Mooney, Kohl's Department Stores**

## CMMA Social Media Strategy

**Benjamin Hamblen, CMMA Marketing Director**

**Gregg Moss: Bank of America, CMMA President**



Our job is to introduce our first session of the afternoon. We wanted to give you some background and history about why we are focusing so much on social media.

- In 2015 we commissioned a marketing research project. Out of that project, we eventually hired *Grow Socially* to engage members and prospects and elevate the CMMA brand.
- We developed a Strategic Marketing Plan specific to CMMA
  - Based on current state analysis and benchmarking
  - Execute content plan and social marketing effort
- Unify marketing across all channels (Web, Social, Email, Event)
- Grow membership, engagement, outreach for next-generation media managers
- Support CMMA Metro meeting strategy

### **Actions since March 2016**

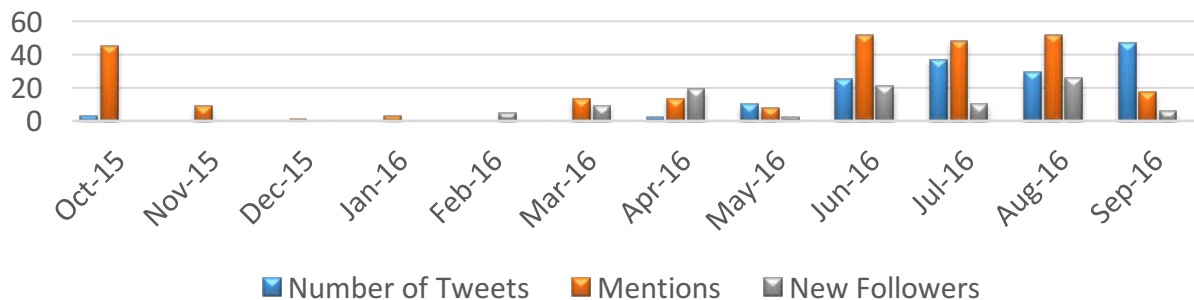
- Email Marketing
  - Generated new HTML templates for email communications
  - Pushed consistent communications schedule for all events (Metro, Regional, National)
  - Amplified email communications across social channels
- Website
  - Migrated current site, now optimized for mobile
  - Added key modules to front page (quick links, twitter feed, upcoming events)
  - Migrated BLOG feature onto CMMA website (formerly on separate domain)
  - Reactivated the Community Portal for social engagement
  - Increased usage of top graphical banner carousel for event marketing
- Social Media
  - Created event #hashtags to better market and track engagement
  - Focus on Twitter, LinkedIn to drive traffic back to our website/blog

### **Meetings since Albuquerque**

- 11 total
- NY, Boston, St. Louis, Northern Region, Eastern Region, Western Region, Cincinnati, Charlotte, Southeast Region, Minneapolis, Webinar

## Social Media Engagement Results

### Twitter: Tweets, Mentions, Followers



#### What does this mean?

- Social media is all about exposure
- The more people see CMMA tweeting, posting on Facebook, and engaging in LinkedIn, the more well-informed prospects and members are of the association AND the more CMMA interacts with them
- The more CMMA posts on social media, the more members and prospects see and come to events

#### 2017 Goals

- Migrate website to WordPress platform
  - Improve events calendar layout
  - Improved video capabilities
  - Improved BLOG feature
- Co-branded Videos and Webinars (CMMA / Partners)
- New CMMA marketing video/member spotlights
- Continue with Metro meeting strategy
- Automated marketing application tool

## Social Media: Build and Execute a Strategy for Success

**Karen DeWolfe, Vice President of Sales, *Grow Socially***

Whether you love social media or hate it, it does impact your world.

### About Me

- 20 years in multi-channel marketing
- Early adopter in social world
- Marketing technology background
- Pied Piper of strategy before tactic



### What We Will Cover

- Which social networks are the best for business
- How often to post
- How to find customers and prospects
- Tips for managing social media
- How to create a successful social strategy

Use social media to start a conversation. Social media opens the door to a deeper relationship. You've got stories to tell, and you can share them on social media.

### Fast Facts (which change every day)

#### Monthly Active Users

- Facebook 1.6 billion
- YouTube 1+ billion (owned by Google)
- WhatsApp: 950 million
- Google+ 440 million
- Instagram 430 million
- LinkedIn 420 million
- Twitter 325 million
- Tumblr 230 million
- Pinterest 110 million

Everyone we work with already has a social media presence. This is how millennials communicate with each other; they will continue to use these channels.

**Question to the audience: What do you want to know about Social Media? What are your concerns?**

Responses:

- Create meaningful content

- Understand depth of meaning behind the #
  - Research them before you use them!
- How social can blend the personal and business, loss of identity in that
- Impact of social on language
- It's out there for everyone; fear of "can't take it back"
- People are not mindfully present when they are interacting with their devices
- How will I know best bang for the buck for business?
- What's the best format for content?
- Tweeting becomes trivial
- What are the meaningful metrics besides "likes"

### **What I thought you might say:**

- You want to be on social but you aren't sure what to post
  - Needs to have value
- You don't care what people had for lunch so you need to know the value
- You don't know what channels to use
  - You don't want to use the same content on different channels
  - They have different audiences; different purposes
- You want to know how people have time to do it
  - You can't not do it; you must engage
  - Saturday morning between 8 and 12 is the most active time for social media
- Social technology moves fast!
  - You want to keep up
  - There are tools to help you

### **How much of social media use is personal vs business?**

- More social than business
- Some people have two profiles on Facebook, one for personal, one for business
  - But social media sites can figure that out and try to merge them
  - You really can't keep separate; when somebody Google's you, they will find both.
  - Creates an impression you are trying to hide something, and they will go to the other site.
  - We are not business people and private people, we are both in combination.
  - For platforms where you are trying to grow a following, it can be helpful to have an identity that's targeted. Can work if you have a clear strategy.
  - If there's something you want to post that you would be uncomfortable having your business colleagues see, don't post it.

### **Let's be honest...**

- How current are your photos and content in your social media presence?

- Any of these familiar?
  - I don't have an online presence
  - I have a presence but do not change it often
  - My social is for friends and family only
  - I do not engage
  - I do not have a full understanding of what it should be!

The next channel you get on is the one your kids are about to leave.

### What we can do about it

- Pay attention to your profile
  - Put words in it that are meaningful
  - Say that you are a member of CMMA!
- Engage in all channels
- Engagement in a meaningful way
- Be a problem solver
- Tell Stories
  - You need to make an emotional connection

What are you trying to do? You need a strategy before you post anything. And some way to measure whether or not you are successful.

### What are you trying to do?

### Comparison chart

	Goal	Objective
<b>Meaning</b>	The purpose toward which an endeavor is directed.	Something that one's efforts or actions are intended to attain or accomplish; purpose; target.
<b>Example</b>	I want to achieve success in the field of genetic research and do what no one has ever done.	I want to complete this thesis on genetic research by the end of this month.
<b>Action</b>	Generic action, or better still, an outcome towards which we strive.	Specific action - the objective supports attainment of the associated goal.
<b>Measure</b>	Goals may not be strictly measurable or tangible.	Must be measurable and tangible.
<b>Time frame</b>	Longer term	Mid to short term

Goals and objectives drive which channels to use; what content to post.

Why is strategy important?  
What should be in our strategy?  
Where do we begin?

### **What to do**

- Make sure your profile is constantly updated, not static
- Be relevant
- Use keywords that are searchable
- Post things that show your thought leadership
- Cross-post on multiple channels

### **Brands that do it well**

- Go-Pro use of video
- Pampers story telling
- Dove: emotional connection
- Oreo: animated GIFs and videos

The importance of influence on social media: be an influencer  
How can you influence?

- Homework: What can you post that will make you an influencer so people will want to join CMMA?
- Find people that you like and respond to and emulate what they do.

### **How to be an influencer**

- Be consistent
  - Consistent is perceived to be reliable
  - Deliver a top-notch experience
- Be likeable
  - Establish a friendly relationship
  - Establish shared interest
  - People have to like you, just as in person
- Offer social proof
- Prove that others are using your product/service and experiencing results
- Give to receive
- If we are given something, we feel compelled to return the favor.

### **Channel Characteristics**

Linked in

- Business
- More formal
- Longer blogs
- Stickier stories

- Text based

#### Twitter

- Widest audience
- Less formal
- Micro blog
- Moves fast!
- Emotional opinionated
- Text based
- Short attention span

#### Facebook

- Known friends
- Most humanized
- Most “locked down”
- Losing Millennials
- Most personal stories
- Text and Image based

#### Snapchat

- Visual
- Photo based
- Picture inference
- Spontaneous
- Not pre planned

#### YouTube

- Where you need to be
- Video based
- Number #2 Search Engine
- Helps in SEO
- Google owns
- Longer attention span

### **What to post on each**

#### Linked in

- Longer blogs
- Industry trends
- Whitepapers
- Engage with specific people.
- Listen
- Sentiment

#### Twitter

- Pictures of fun
- Pics of expos
- Interesting stories that tell your value without being a formal document.



## Snapchat

- Expo and Event pics
- Fun
- Quick interviews
- Customers “in the field”

## YouTube

- Event videos
- Customer testimonials
- Educational videos
- Video blogs

## Five tips to start making sales with social media

1. Have a strategy
2. Have a qualified person
3. Tell stories
4. Know your audience
5. Have a little fun

## Four tips to improve your social media presence

1. Prospecting
2. Pre-call research
3. Follow-up
4. Maintain a long-lasting relationship with customers

## How to get others involved

- Get your whole team involved
- Be interesting!
- Provide training

## Q&A

*Twitter can be very negative and vitriolic. It's hard to know whether or not to engage.*

Do the same thing you would do in person. How would you respond to this attack in person? You don't want to take it down; you want people to know how well you handle it.

*What's your opinion of trolls?*

It happens all the time. You can't be nasty back. You have to take the high road.

You have to know your own skill level. It's easy to get sucked into a shouting match. Sometimes you don't have to say anything. Engagement just perpetuates the crisis. Your supporters may respond for you.



*Can you talk about posting video in each of the five channels?*

You probably have regulations about what you can and cannot post. But video is the most consumed media type right now. The same guidelines about what to post in text apply to video. Video does not have to be high production quality (GROANS ALL AROUND). I'm talking about little clips, not fully produced videos. You need all types.

Let me give you an example: Your CEO comes out from a meeting, turns on his phone and raves about something he just learned and wants to share.

*What's your opinion of memes?*

These are little short sentiments or snippets of information. I don't use them from a business perspective. Usually a little campy.



## Membership Update

Patty Perkins, Membership Director

### New Member Class of 2016



**James Sherman**, Natixis Global  
Asset Management  
*Mentored by William Jarrett*



2016 CMM National Conference | October 22 – 25, 2016 | Memphis, TN

@CMM1 | #CMMAMemphis

### New Member Class of 2016



**Mariano Archdeacon**, Lowe's  
*Referred by Dan Pryor*  
*Mentored by Patty Perkins*

**Sara Harrison**, Wells Fargo  
*Sponsored by Patty Perkins*  
*Mentored by Romero Banderas*

**Casey Shannon**, Moments of Hope  
*Referred by Gregg Moss*  
*Mentor TBD*



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# New Member Class of 2016



**Jamie Sluder, Cintas**  
*Mentored by John Forte*



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# New Member Class of 2016



**Jessica Rasch, City of St. Charles, MO**  
*Mentored by Tracie McClain*



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# New Member Class of 2016



**Autumn Schinka, Best Buy**

*Sponsored and Mentored by Kristin Johnson*

**Trish Sandness, Ameriprise Financial**

*Referred by Chris Barry  
Mentored by Cynthia Hotvedt*

**Tony Hanson, Mayo Clinic**

*Mentored by Warren Harmon*

**Jane Jacobs, Mayo Clinic**

*Referred by Marvin Mitchell  
Mentored by Clif Brewer*

**Todd Stensberg, Marshfield Clinic**

*Referred by Former Member Ed Korlesky  
Mentor TBD*

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## Members Attending Their First Conference

- Jane Jacobs – Mayo Clinic
- Richard de Martino, Merck
- Jessica Rasch – City of St. Charles, MO
- Autumn Schinka – Best Buy
- Casey Shannon – Moments of Hope
- Jamie Sluder - Cintas



## Mentor Program

- New members are connected with a current member in their home region
  - Guaranteed helper at first conference for introductions and understanding what's going on
  - Encouragement to get involved



## Keynote Address: Leadership on the Edge

### Robert Swan

- 1<sup>st</sup> person to walk to both the North and South poles
- 900 miles to South pole
- Longest unassisted walk ever made
- These experiences helped shape his goal to preserve the wilderness around the pole
- Leads exhibitions to the South pole
- Built renewable energy station at the pole
- UN Good Will Ambassador
- Today is his mother's 102th birthday



#### Robert:

My mother sends her love.

Imagine having me as #7 kid!

I'm going to tell you a story about the power of storytelling. It's a story about personal leadership. You are all leaders, and if we are not leading ourselves, how can we ask others to take us seriously.

Let's get one thing straight. I'm the first person in history stupid enough to walk to both poles. I hate walking—I've done too much. Minus 83 degrees Fahrenheit is quite chilly. Perspiration turns to ice inside your clothes. And no insurance company is willing to cover me.

Whenever I start one of these treks people tell me I'm going to die. It's easy to be negative. I think I'm alive for one reason: I've always tried to be the positive person around the table. No one is inspired by negative.

Imaging walking across a continent twice the size of Australia. And there's no map. You have three people carrying hundreds of pounds on their back, for 70 days. You lose a lot of weight.

And it's completely pointless! Yet we are really proud of what we've done. And being proud of what you do is very important,

We started at Heathrow airport. You won't shower, or see your girlfriend for a year. Here's the question: Why did I do this?

It began for me at age 11. We should have a dream. I saw a TV program, in black and white, about Antarctica. I got sucked in and the never dream never left me. I decided I would be the first person to walk to both poles.

At the age of 23 I had to raise \$23,000,000. I thought I could do it in two weeks; it took five years. Jacques Cousteau was my mentor; he gave me credibility and helped me raise the money I needed. We all need mentors.

We needed to buy a ship for the expedition. Bought it for one pound with the promise we'd pay for it sometime. Princess Anne came to show us off. This would turn out to be the most embarrassing moment in my life.



The pilot takes control of the wheel; the captain has no control. It takes 20 seconds to make the ship go backward. We were going a bit too fast; we rammed into the dock. People were screaming and running everywhere. The pilot went backwards and rammed into the bridge and took off a chunk. The cameras were rolling throughout. There was absolute silence.



I'm a believer that you can turn most things around if you think carefully. I grabbed the microphone and said: *Ladies and Gentlemen, that was a demonstration of our ice-breaking capabilities.* We got front page coverage all over Great Britain.

Princess Anne broke the champagne bottle, and we were off.

We had to carry everything we would need for a full year on the ship, including energy. You have to get in and out of Antarctica before the ice closes in. Then we had to get off the ship, and we were left alone for a year. We have no radio communications. No iPhone 7's. We hope the ship returns to collect us in a year.



Dreams can come true. Seeing the first piece of Antarctica was a thrill. We brought our own little home from England. Imagine being trapped in a box for nine months with four people you can't stand. I brought four people who were very strong people with their own opinions, not my friends. One would make a film of our exhibition on 8mm film. no video yet. He shot for a year not knowing if a single frame would turn out.



Another was a highly organized guy who makes lists dozens a time a day. Another was the most negative person on the planet—the opposite of me. But together we just might succeed. And we had our own doctor.

How do you hold it together? As a leader choose people who challenge you, push you. We told each other the truth, and we learned to hear what people were really saying, not what they wanted to hear.





We had to carry over 300 pounds on each sled. Gloomy Guy was our navigator. I stopped leading; my job is to support them. Servant leadership. Discipline is not my favorite work, but if we don't manage our resources, we're dead.



We must cross these mountains, climbing from sea level to 10,000 miles above sea level. Lots of crevasses; if you fall through, you don't come one.

If we fall below 12 miles a day, we don't make it. We had to fully trust each other. Whoever is leading through the crevasses we all followed without question. No time to stop for a feedback session and different opinions. Trust makes things efficient.

Halfway through we had to decide whether to go forward or back. We were standing in an area the size of the US of A and we're the only ones there. 90% of the world's ice is here; 70% of the fresh water, we are standing on it. If we continue to melt this, we swim; it's that simple.

I hope none of you have ever starve. I have. It's strange to think that half the world starves every day, and the rest of us throw away food.

We did find our goal. Our navigator got it right because every night the rest of us would discuss how best to kill him. He measured on paper every single night. He checked and re-checked every day.



When we got back...our ship had sunk. Not the best day in my life. I've got a few problems. No one would insure the ship; I'm bankrupt. I've lost my home. I failed Jacques Cousteau. But we had made a promise. We have to finish the job. Asked three people to stay another year at our base camp. Garrett was the first volunteer.

I got a ride on a US navy plane and promised Garrett I would come back for him in a year. And I did.



Leadership is about thinking carefully before you make a commitment and then doing it. Because who's going to believe you if you don't.

We walked under the hole in the ozone and the light burned our eyes and changed their color.

To pay off the debt for the trek to South pole, I decided we should walk to the North pole. A team of 8 this time from 7 nations. 56 days.

If you fall down any of these crevices you fall into the Arctic Ocean.



We had to learn patience. One of our international team members was Japanese. My Japanese is really bad. His English is modest. It worked fine before we started our journey. But I knew over the course of the trip I knew he would become isolated. So I brought copies of Japanese newspapers and doled them out to him. This would save our lives. ...



We were closing in on the north pole. 100 miles to go. I hated it. Then the unexpected happened. Our icecap melts beneath our feet. And we are over 600 miles from shore. April 7<sup>th</sup>; it's supposed to look like this in August. We are dead! I realized I wasn't an explorer, and I hate work. So what was I really. What I needed to become was a survivor. Survivors don't see a threat and do nothing about it.



Our Japanese companion, comes out of the tent one morning and tells me I'm a limited leader. He asked me why I was running only 24 hours a day. We have 24 hours a day of daylight. We can run 40 hours a day if we need it. Keep listening, people. Listen to all ideas. His idea would save our lives. Our American lost his heel 100 miles out; he has to keep walking. And he does. And we got there.



This was 1989. No Internet; no mobile phones smaller than a suitcase. How do we get this message out? We made a program with PBS. We got a sponsor to deliver videos to every school in Great Britain. This was 27 years ago.



Jacques Cousteau then asked me what I would do with the rest of my life. He gave me a 50-year mission to preserve the only continent on earth that we all own. I've been working on that mission for 25 years. We need to leave Antarctica alone, undeveloped.

Had to have a strategy, with deliverables along the way. Decided to engage in two areas: young people and energy. The young people chose as their mission to move all this junk from Antarctica that was left by the Soviet Union. It took five years.



My mother told me I also had to recycle all this rubbish. We did recycle all of this back in Europe. 1500 tons of solid waste removed. Mission accomplished.



In your world you have to adapt and change and be relevant. It's easy to think you're being relevant and one day discover you are not. I realized I could not preserve Antarctica by being a garbage collector. I had to be more of a business person.

The real risk was using Antarctica for energy development. That had to be my real mission. I turned from garbage collector to renewable energy.

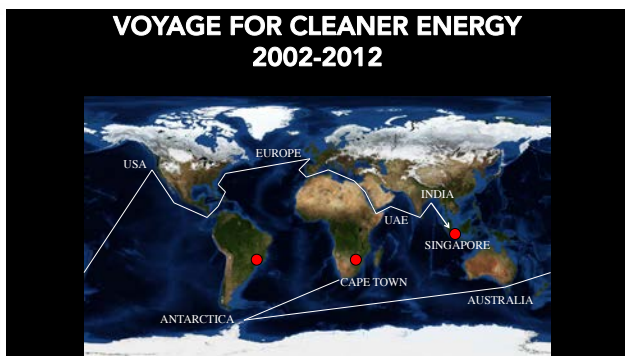
My mission now:

- Inspire young people who are the voters of the future.
- Fight for renewable energy.
- Focus on India and China. They will be the empires of the future.

The e-base. An education center for teachers. We have so many more communications technology. This is my home in Antarctica. This runs only on renewable energy. -20 outside and 70 degrees inside—all on renewable energy.



Voyage for Cleaner Energy. Travel around the globe talking to young people. Solar panels on our sail, made from recycled cola bottles.



In Dubai, I asked them to sponsor women to go to the Antarctica. They agreed and said to send them the bill. Have brought 70 women so far.

I lived in India for four years. Most important thing is to be relevant. I travel around India by bicycle. Visited schools and universities. Built education stations about renewable energy. In the Himalayas. They provide water for 1.4 billion people. And the ice is melting. Have education stations in the mountains.



Three weeks ago we brought light to a monastery that had never had any. All solar. In the US we built an education station in the Blue Ridge mountains.

We have shown we can make a difference. The ozone hole has stabilized.

Ice already in water doesn't raise water level when melted. But what's happening in Antarctica is terrifying. Huge sheets are falling into the ocean, which does raise the water level. We can stop this if we use renewable energy. Antarctica is coming to get us, and if we don't do anything, we swim.



### **The South Pole Energy Challenge**

2016-2018

Our response to this challenge is unfortunately more walking. This was not on my list. Trust me. We're going to do it again, and use only renewable energy. My son is coming with us this time. If we don't make changes, it's all going to be over. We'll use social media to communicate throughout this journey.



## Fast Track Solutions

Patty Perkins, Moderator

Warren Harmon, Mayo Clinic

Bill Marriott, SAS

Jane Jacobs, Mayo Clinic



### Bill: (Process)

Discussion on process of user generated video. How is your organization handling the explosion of media generation from within your organization? We have governance over all the content posted to our website. Customer-facing websites are a challenge. Want to make sure all video is legally appropriate, technical aspects are accurate (video & audio quality, encoding), and brand compliance. Brand compliance is the most difficult. Gets to be kind of a gray area with user-generated content that wants to be a bit edgy. We've been doing this for a year. Fortunately, all video that is going to be posted has to come through our department. We wanted to be the central point; otherwise our department would be marginalized.



### Responses:

- Build consensus with stakeholders so they have *skin in the game*
- Don't just say no when approving a video. Use it as a leadership opportunity
- Get Executive Level Sponsorship. You need executive sponsors for the videos who are ultimately responsible for the content.
- We have new brand standards for video and digital content. I've been proactively sending a link to people about these standards. Trying to get ahead of it, so we don't have to reject something that comes in. If they've been given the guidelines, then we're not the bad guys.
- You need advocates or catalysts throughout the organization who are supportive of the guidelines.
- Build consensus with stakeholders so they have *skin in the game*
- Several of our clients have a brand portal with online training. People have to have training before they can post to the website.
- What are your boundaries on quality?
  - We came up with technical guidelines and published them. We get people who say they can't afford external microphones, for example. Sometimes we help them with our staff. But if it's going out to our customers it has to be high quality.
- One thing I've seen is we have a group that produce something about once a month. It's a time commitment for us as contributors proliferate.
- Don't just say no when approving a video. Use it as a leadership opportunity



### Warren: (Partnership)

How does your department support the social media push? Do you partner with others in your organization? Are there other groups in your organization who are producing content?



#### Responses

- We are a Center of Excellence. We have a SharePoint system that also houses all the SOP's and legal guidelines. There are a couple of satellite production groups in our company; they follow our guidelines using the same legal documents we do. We share a lot of resources and talent. We went through the stages of why is there another video department, but we've chosen to embrace it.
- We are also a C of E. We are doing the same thing for webcasts. We have other groups around the world. We standardized the request process and we want all webcasts to meet the same standards.
- There are a couple of other groups in our content. We haven't yet partnered with them, but we're working on it. We've had several meetings with them; trying to be proactive.
- We tried to establish who-does-what. Clearly defined roles, so people know which team to go to.
- We also help lift up the production value for the other teams. We call them all part of our team, even though they don't report to us. Has elevated all content.
- Our clients are different marketing divisions. Some of them go to outside production companies. We've had situations where they took our proposal and sent it out for bids. They managed to get a lower bid outside. We decided not to fight it. But they came back to us to help them re-edit the product. Internally we get ticked off about this, but externally we smile and ask how we can help.
- We set boundaries for what we do, what we're good at. We let other work go outside.
- There was a perception that our mission was limited to upper executives. It took us six years to educate everyone and get them to use us.
- Media content is supposed to go through Legal and PR for review for standards. Keeps us from being the bad guy.
- It's a control issue. Fear of losing control of both content and quality.
- One customer we had where I implemented a global webcasting system. Within months they had 130 producers throughout the organization. Badly needed some control. They developed training and certification in order to be able to produce a webcast.
- Purchasing or Supply Chain can watch for questionable activity.



## Jane: (Metrics)

### Metrics that Matter

What are some new metrics you are identifying to show your value to your organization and how do they help drive decisions?



- Using Metrics to Tell Value Story
  - Everything can be measured, but which metrics drive decisions?
- Decision Driving Metrics
  - Define goals
  - Benchmark competition (vendors)
  - Cost
  - Quality
  - Value equation
- Output Measures
  - How many?
  - How much (cost)?
  - Productivity (Time/each)
  - Devices/Channels
- Not easy, but worth it
- Outcome Measures
  - How many (views, likes, shares)?
  - Drop rates & times
- Outgrowth Measures
  - Behavior changes
  - Engagement (survey, interaction)
  - Conversion/Sales (Viewer to customer)
  - Brand Perception
- Choose wisely
  - Data can support value story
  - Pick metrics that work; discard those that don't move you forward
- You can measure anything, but at the end of the day if it doesn't help you make decisions, what's the point?
- I'm interested where and why people convert from observer to contributor.
- We have trouble getting out clients to state clear objectives for their project. We can't measure until they know what they want to accomplish.
- Need clearly defined purpose. We walk them through the process of trying to determine what they want to accomplish.
- We're developing a dashboard that measures lots of different things; clients can decide which metrics they need.

- From the user side, if you're tracking what type device they are using, and what the drop-off point for watching video. If you know your audience is using phones, for example, you may need 3-minute clips, not longer.
- Did it change their behavior? That's a very important metric to get—but not easy.
- Need some way to measure behavior on the job. Look at job performance... less mistakes...more sales...no safety violations, etc.
- We created 40 or 50 maintenance videos that our customer care people are referring people to; they have reduced call volume.
- From an outside/in, are the video we created for external audiences answering their questions, solving the problem.
- It's all about value.
- Cost metric: what level of production do you need? A wedding cake, or a cupcake?
- I focus on the drop-off rate. Where is the key information in the video? Move it to the front. If you have chapters, track which chapters get replayed most often.



## Why Story Matters

Shane Meeker



I'm here because I love movies, especially Star Wars. I always wanted to write a movie, and quickly realized how bad it was, how badly it was written.

Anyone read *Outliers*? Malcolm Gladwell writes about what makes an expert. He did a research project, and the results were interesting. Two key factors make an expert:

- How much passion they have.
- How much practice they are willing to put in.
  - 10,000 hours required

So I decided to study movies; they are the ones who teach us about stories. I wanted to be an expert on telling stories.

- Stories create memorability.
- Everything I learned studying movies I could put to practice in the business world. Unfortunately, telling stories is not taught in business schools.
- We create and store stories; that's what we humans do.
- As my company historian, I always ask retiring executives what one story do they want to leave as their legacy.

Luke Skywalker shaped my life. It got me drawing. My background is in industrial design. I started drawing because of Star Wars.

Great interview question: Tell me some of the stories in your life that have made you who you are. That's a great way to get to know someone.

I was asked to be the company's Historian because I talk about stories. No company can afford the luxury of rediscovering their history and culture. The lessons of failures and successes.

I have a passion for history because of...Indiana Jones and a high school history teacher. My history teacher would have us put ourselves in the shoes of historical characters and talk about what we would do in their situation.

Another childhood influencer for me was Batman. I loved those stories!

Robert McKee definition of storytelling:

*Storytelling is the creative demonstration of truth, the living proof of an idea and the conversion of idea to action.*

If you tell a story to someone and then ask them how they will think differently or act differently, and they don't know, it was not a good story.

Smart phones have more technology than what it took to get us to the moon. They come without instruction books. We all figure out how to use them. All because of Steve Jobs about creating great interface with technology.

## Empathy

Great stories put us in the hero's shoes whatever era they lived in. You have to understand people to write great stories. Understand how to reach the head and the heart.

Ernest Hemingway's challenge to a class: You can write a good emotional story in just a few paragraphs or words. The class decided on 6 words and challenged him to write an emotional story. His story: *Baby shoes for sale. Never worn.*

Whatever people look for in what they read is emotion; data has no meaning without an emotional component.

Example: Texting and driving is a bad idea. Science and the data is everywhere. Teenagers don't listen. One school put wrecked cars in the parking lot for the school's prom.

The more deeply we are cast under the story's spell, the more potent the influence. In fact, fiction is more potent at challenging belief than non-fiction.

Much of the technology we enjoy today was inspired by movies. Robert Goddard by War of the World. Sion Lake, submarine, inspired by 20,000 Leagues under the Sea, iPhone by Captain Kirk. All started by wanting to change the story:

- Uber replacing taxicabs
- Google replacing libraries
- Airbnb: now biggest hotel chain in the world without owning a single brick

## Storage Capacity

- 1956: 3.75 MB
- 2016: 128 GB size of your fingertip
- 30 million x improvement in size and price

You might do a magnificent job of creating an amazing world with the best technology available. But without memorable characters and emotions, you will have failed. Great stories are about the "Who."

There are movies that use effects instead of a story, but the great ones use effects to support the story.

Plot is what happened.

Story is what people feel and do.

What movies do you watch more than once, even though you know the ending? It's because we care about the characters.

### **The Power of a Story**

- Emotions influence decisions
- Stories influence emotions
- Stories have a great deal of power

*Pull apart the stories you like. What you like in them is part of you... you've got to recognize, learn and practice those things before you can use them. Pixar*

### **Going Above and Beyond**

My best friend Steve and I were reminiscing about our first trips to Disneyworld. He took his young daughters; scheduled a meal where the characters come to your table and talk to you. Winnie the Pooh breakfast buffet. Youngest daughter wanted to meet Tigger. She was trying to get catsup out of a bottle. The air pocket did give way and splattered all over her new white shirt with Disney characters on it. She had a meltdown, of course. Mom took her into the bathroom to sponge off what she could. Janitor came in and asked her what happened. Told her she'd be right back. And brought her a gift card to buy a new shirt or dress wherever she wanted in the park.

The janitor was paid for a job. But the Disney culture is to create magic. What do you do above and beyond your job description to create magic?

Beggar:

I'm blind and I can't see.

or

It's a beautiful day and I can't see it.

Creates empathy. Helps put you in her shoes.

Hitchhiker:

Need to get to Texas

or

Mom's for Christmas

What your stories have to do is make people care. If you don't, I won't.

Because of technology, people have control over what stories they watch.

The Teller and the Listener are equally important. The brain can only focus on one thing and do it well. This is why texting and driving does not work. Time becomes invisible when the story is good.

What is the currency of storytelling? Time

Inform, inspire and engage

I'm literally taking up over an hour of your mortality. If I don't deliver on the promise to inform, inspire and engage, I've wasted your time. It's an honor when people give you their time; they can never get it back.

Ask yourself if what you have created is worth people's time. Memory transverses time, so if your story is memorable, it will be retained.

Social Media

If you have a great story, people will send it everywhere. But they can also stop it.

## Recipe for Stories

Recipes include Ingredients + Directions

- ingredients are objective and easy to follow
- Directions are subjective; no dish will look or taste exactly alike

Shame on you if you've ever used a first draft of anything. Writing takes practice.

What story do you want to create...

- A timeless classic that touches heart and soul and sets the bar for the next generation. And makes money?
- Or a story that makes money but feels formulaic and is devoid of originality?

## Ingredients

1. A hero
  - a. Window to the story
  - b. If you do not like the hero, the story is over
  - c. If you don't care what the hero does, the story is over
  - d. Can identify with and have empathy for anti-heroes, too (*Breaking Bad*)
2. Obstacles
  - a. The lifeblood of the story
  - b. Push the hero and action forward
  - c. Weak problem/weak story
  - d. *Jaws* understood that the size of the obstacle makes the story
3. Treasure: the motivation
  - a. Go five levels deep
  - b. The deeper you go the stronger the motivation
  - c. Hero has to be motivated to do something different, to change

- d. Have to know people; that they are missing and what they need
- 4. The Climax
  - a. Biggest barrier in a story: patience
  - b. As the story moves you have to keep adding higher levels of tension
  - c. Biggest battle near the end of the story
  - d. Very tough to do; hard for sequels to outdo the first. Have to be inherently more interesting. This applies to the corporate world, too.
  - e. *What's happening now must be inherently more interesting than what just happened.*  
Doug Heyes, TV Writer
- 5. Transformation
  - a. The change; transformation
  - b. Ask yourself how your audience will feel or act differently after hearing your story. If you can't answer this, your story isn't ready.
  - c. Have to know what people feel and think now, and where you want them to go
  - d. Wizard of Oz: *I don't want to be home* to *There's no place like home*.

## Story Structure 101

All stories use the same framework.

- All cultures, all locations, all times
- Just decorate the stories differently
- The hero's journey
- Every story ever told follows this formula:
  - A hero must go through an obstacle to get to a treasure.
- A new invention to change people's lives, or a new way to fill out a time report. Doesn't matter.

Hero...obstacle...treasure

Whose eyes will you tell the story through? Have to keep it personal.

Choice between a positive and negative is never the story. It's the dilemma: both choices have good and bad, the tension is what to choose.

## Where is your brand in the story?

- You can't make the brand your story, or you remove the consumer from the equation.
- The consumer is always, always, always the hero.
- So where is your brand? The Mentor
  - Mentors appear right before the obstacle
  - Help them on the journey
  - Give them something
  - Hero (consumer)...Mentor (your brand)...Obstacle...Treasure (product/service)
- Internal communication

- Employee is the hero
- You are still the mentor, helping them to move forward

Three things

1. Stories create change
2. Make people care
3. Be a mentor...inspire
  - a. Unleash your inner Obi-wan

I don't have 3 seconds to be bothered...but I have 3 hours for a great story.

[www.storymythos.com](http://www.storymythos.com)

## Q&A

*Q: 10,000 hours of practice to be an expert. How can we practice more effectively to be great storytellers?*



Pitch writing is a great way to practice. The elevator speech. Helps you figure out what's important. A summary of your story that leaves the audience wanting more. If you got on the elevator, and your CEO gets on asks: What are you working on, and why is it important? What would you say. How the CEO responds will tell you how effective your elevator speech is. Does the CEO want more?

Have to study some of the craft stuff, too.

Boil down what you want to say into one sentence.

*Q: You talked about saving the biggest obstacle or tension for late in the story. Our dilemma in the business world is keeping someone's attention long enough. How do we manage this dilemma?*

Use a flashback. In that up front quick version as a "what if" question (executive summary). You won't give the answer, but you leave them wanting to know the answer. If you create interest, they will find the time. Engage the head and the heart.

*Q: I would like a bit more clarity about stories that have to target thousands of people from the janitor to the CEO.*



It's not easy. You can't create a message for everyone. But look for commonalities and differences. Can have a hero for every level, but find one most people can relate to. Imagine if you had the freedom to create a different message for everyone first to identify the commonalities.

May need one large message with adjunct messages for different groups.



**Member Case Study: Toro**  
**Partnering with Social Media:**  
**The Benefits of Infusing Social**  
**Media into your Media Productions**

**Eric Ellis, Social Media Strategy**  
**Joan Kinsley, Media Production**  
**Resources**



How we're structured:

Joan:

- media creation (video, live events)
- report to HR

Eric:

- report to finance
- Social Media

**Why partner with social media strategists?**

- *Make me a viral video!*
- How do videos get seen?
- Which comes first? Video production of distribution strategy?
- Measure success and show value
- Help reach targeted audiences
- Use data to inform future video strategies
- Use data to guide clients during proposals

**Previous Video to Social Strategy:**

- Meet with clients/Concept/brainstorm/Produce the video with Marketing Team
- Complete video
- Push to Social
- Reach: 36K Video Views: 8K

**Client Driven Video to Social Strategy**

- Concept/brainstorm/produce video with marketing team
- Social pitch concept to marketing
- Complete video
- Push to Social

**Snow Rant Example**

- My first project with new strategy
- Hyper-targeting through hyper-relevancy

- We shot video at all major snowstorms
- Reach: 1.2M   Video Views: 316K

### **AWD Pandora Station Example**

- All wheel drive mower
- Created a music video
  - You think he's singing about his girlfriend
  - It's actually about his mower
  - Walker Hill
- They actually wanted the song on Pandora
  - Impressions: 4.5 M
  - Unique Listeners: 1.6M
  - Average minutes per listener: 62 minutes

### **Where we're headed: Collaborative Video to Social Strategy**

- MPR/Social Concept
  - Striving for collaborative work between video and social up front
  - New product launch coming up; add Eric to the team up front to work together on the creative
- Co-pitch to client
- Complete video
- Push to Social

### **Examples**

- Safety video, which can be very boring
  - Created an engaging video that can be viewed without sound
  - Used titles
  - Seeing some nice numbers
    - Reach: 620K   Video views: 277K
- Lawn-Boy AWD
  - Have characters who talk over the video and comment on it
- People watch the same video several times just to see who the next character will be
  - Very successful campaign; people watched more than once and they shared it
  - Reach: 3.1M   Video views: 1.5M
- Dingo Lift
  - The ask: Dingo TX 1000
  - Create awareness of new product
  - Engaging experience
  - Focus on capabilities
  - Narrow audience: landscape contractors

What is the Dingo TX1000?

- Vertical lift capacity over 1,000 pounds



- Engaged the audience by polling them on what items they would lift weighed 1,000 lbs.
- Building the suggestions
  - 7-second teasers with their suggestions
  - logs, my wife's purse, coffee
- Picked 10 real-life situations and got back to them to vote on their favorites
- Ended up with four
  - A boulder
  - Manure
  - Pavers
  - Another Dingo
- Distribution
  - Do it live?
  - Wanted to push the limit on video to market
  - Filmed each one of these and pushed them to Social within hours
  - Felt live without the risk
- Results



- What we learned
  - Clients want to solve real-world problems
  - Practice make perfect. Rehearsed the lifts in advance.
  - Trust your client's intuition: have a contingency plan
    - Did have a problem with lifting a boulder
    - Client noted this is why we didn't do it live
  - Sparked a flurry of curious minds across the enterprise
    - Use this to our advantage to educate
    - Employee Advocacy Opportunity?
    - People came to watch the production, some of them for the whole day
  - Have legal heavily involved

- In the end
  - Engaged a very specific audience
  - Over a period of 8 weeks
  - User generated content helped drive the video
  - Another client wants to do something like this

*Q: How long was the strategy planning side of the Dingo project?*

Actually, a long time. Did this a year after the launch of the Dingo. 1 ½ years to the final result. Most of the time spent convincing the client to do it.

*Q: Where does this fit into the overall marketing strategy?*

This was specifically product awareness.  
Part of a much large campaign. Produced six videos about the product.

## CMMA Member Case Study:

### Bill Anderson, Wells Fargo

- Been with company for 21 years
- I'm a print guy; but got involved with video almost from the beginning
- I'm pretty horrified about the shows we used to do back thn, but we did some good things, too



### The Wells Fargo Story

- Nationwide, diversified financial services company
- 3<sup>rd</sup> largest U.S. bank
- 70 million customers, serve 1 in 3 U.S. households
- 269,000 team members—our company ambassadors
- Vision to satisfy customers' financial needs and help them succeed financially
- More than \$1.2 billion in giving over last five years

Corporate Communications has pivoted from PR to P+R (Publishing and Relations)

- Take advantage of the opportunity that new, digital channels provide to be our own publisher
- Share compelling stories that drive reputational impact with all audiences
- Engage our stakeholders more directly

### Three Parts

1. Messaging
2. Storytelling
3. Engagement
  - a. Social Media
  - b. Media Relations
  - c. Executive Advocacy
  - d. Team Member Communications

### The idea for “Inside Out”

- Impactful stories were being published internally
- Team members want to share them with others
- All behind the firewall, so sharing was not possible
- Wanted to fuel a focus on reputation and stakeholder relationships

### Internal communication audit

#### The Challenge

- Aim to engage all team members to be brand ambassadors
- Integrate communication at every level of the organization

## The Solution

- Comprehensive communication audit
- Detailed implementation plan
- Enhanced communication governance, infrastructure and channels

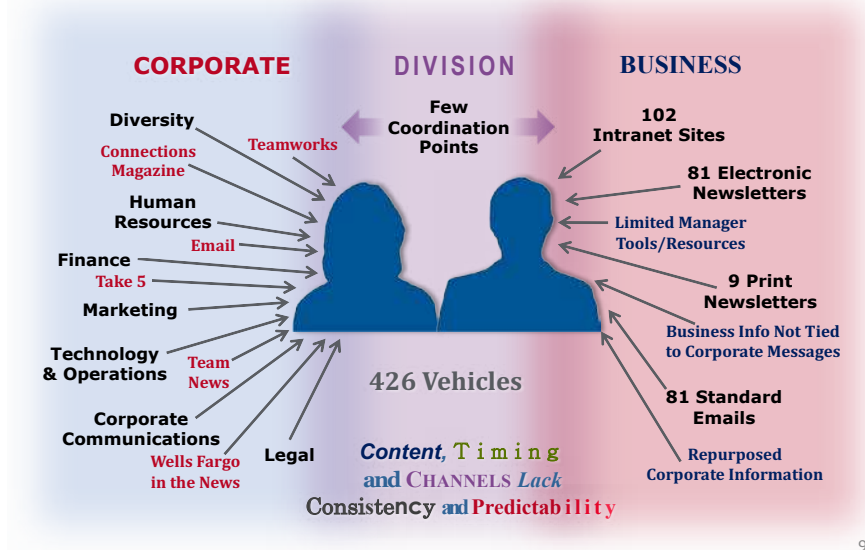
## Audit Research Techniques

- Survey
- Focus groups
- Executive interviews
- Stakeholder analysis
- Communication inventory
- Email inbox analysis
  - Created fake email addresses to see what came in
- Message and channel analysis

## The research identified the need for:

- Greater predictability in how each type of information is communicated at each level of the organization
- Stronger coordination between corporate and division communicators and clear definition of what is centralized and local
- Increased reach of corporate messages and greater engagement to encourage team members to be ambassadors
- Multimedia approach to communication that leverages technology, but does not rely solely on it
- Enhanced consistency and brand alignment within business-communication, and stronger connection to corporate messages
- More two-way communication within businesses, ensuring team members can voice opinions, ask questions, and receive answers

## Channel Research: Current State



### New Consolidated Communications Channels

#### Internal Channel: *Teamworks*

- Primary online news & information channel for team members
- “newspaper of record”
- updated with 2-3 new articles daily at 9 AM Eastern
- Breaking news and press releases as they happen
- Ability to comment on nearly all articles enabled in 2015

#### Internal Channel: *Team News*

- Internal news release emailed to all team members for urgent news
- Three different types
  - Team news
  - From the CEO
  - News Special: Where we stand

#### Internal Channel: *Team Link*

- Weekly email to all team members
- Consolidates non-urgent news
- Delivered at 1 a.m. Eastern time each Tuesday
- Average opens 130,000; up 400+% since 2011

#### Internal Channel: *Team TV*

- Broadcasts 24 hours a day, seven days a week, via satellite
- 20,000 TV screens across Wells Fargo footprint
- Programming from corporate *and* businesses, both live and prerecorded

- Many broadcasts available using Wells Fargo on Demand

#### **Internal Channel: *CEO Town Halls***

- Companywide one-hour meetings (with Q&A)
  - Televised live from a different city each quarter
  - Watch live, TV rebroadcasts, download to computer for viewing anytime

#### **External Channel: Wells Fargo Stories**

- Tell our stories—real stories about real people
  - Helping our customers succeed (45%)
  - Helping our communities thrive (20%)
  - Living our values every day (35%)
- [www.wellsfargo.com/stories](http://www.wellsfargo.com/stories)
- Launched in March 2014

Invite all team members to share

- Make it easy for team members to identify stories that are suitable for sharing

#### **Three questions we ask to evaluate ideas**

1. Why is Wells Fargo uniquely qualified to tell this story?
  - a. Why are we covering this?
  - b. What is our point of view?
  - c. How or why can we explore this idea in a way others can't?
2. What's in it for the audience?
  - a. *What value are we providing to them?*
  - b. *What's the most important thing for them to take away/*
  - c. *What are we focusing on and what are we not?*
3. What is our intention: educate, instruct, inspire, entertain, opine, etc?
  - a. *How are we treating this story creatively?*

#### **Measuring Impact**

- Tested 33 stories from Wells Fargo Stories for six months
- Each month, respondents were shown a selection of stories, then asked:
  - How compelling do you find this story?
  - How much more or less favorable does this story make you feel toward Wells Fargo?

#### **Results**

- Clear correlation between how compelling the story is and how likely it is to make someone feel favorably about the company



- Internally, satisfaction also increased

### **Executive Summary Overall Communication Strategy**

- Overall satisfaction has reached an all-time high of 79%
- Extremely satisfied ratings increased 7 percentage points from 2014, and are over three times the 2011 baseline levels.
- Coordination of communications improved for the third consecutive year with non-U.S. ratings slightly higher than the U.S. ratings.
- Communications help team members understand the company culture as well as other key objectives.
- Seven in 10 rate the overall volume of communications as “just right,” although there are some differences by topic.
- CEO Town Halls are now an integral part of the communications culture.
- Satisfaction has reached an all-time high

### **Coda: Post Crisis**

- Channel strategy remains in place
- Messaging shifting to accommodate current needs
- Content mix to be evaluated for possible refinement

### **Q&A**

*Q: Did you do your audit internally, or did you use a consultant?*

We did use a consultant to help us design our survey. Now we do it all internally.

*Q: Can you tell us how you used your strategy for crisis communications?*

Constantly. Used all of the channels. Created a settlements resources page. Team News internally was very important. Could not pretend nothing happened. Slowed down on the number of external stories, but we never stopped. Will pick up when we think people are ready.



People wanted to remove everything related to the CEO. But you can't rewrite history. He was our CEO for a long time. We'll replace things over time, but we are not going to do a clean sweep.

*Q: What advice do you have to help drive people to accept your strategy?*

It's all about relationships. A lot of meetings, presentations, reaching out. An education component also, promoting the benefits of the new portal. A lot of one-to-one communication.

*Q: From a digital com POV, how do you measure reach and engagement.*

We're just getting started. Opened up the site for comments. That's a first take on engagement. During the current crisis, we did not open it up for comments; decided people needed a more controlled environment for that.

People always want to see numbers, of course. We share trends rather than specific numbers.

## Mediocre is Just Average

Carol Whitworth

- I'm so excited to be here
- Business name: *home*
- Help business champion their people
- Branding from the inside out
- Know why they come to work every day
- We are not a PR agency
- We are about truth; PR is about fluff
- Not an ad agency
- Don't stick plasters on things to make them work
- Turn down companies who I don't think will accept our philosophy



About *home*

- In business for 34 years
- 15 years specializing in internal communications and employee experience
- *home* is #1 in the United Kingdom
- have a great team of designers, strategists

me me me

- what makes me tick
- what I hate
- what inspires me
- different is good
- design, matter of taste?
- Find joy-every day
- I'm unemployable—but a lot of you employ me
- I don't give you what you want; I give you what you need
- I am proud to be a coal miner's daughter
  - It encouraged my quirkiness
  - I wanted to touch people's lives
  - Sing in a popular UK band
- Every day I try to do things better



Brilliance is more interesting

Mistrust of large corporations today

- Destroying the earth
- Cooking the books
- Greedy

The power of the collective voice on Social Media

Purpose driven companies are what Millennials are looking for

- Build trust
- Enact their values
- Foster positive dialogue
- Authenticity

Inspiring ideas change the world

- The world most popular media owner creates no content (Facebook)
- The world's largest accommodations own no bricks (AirBnB)
- Largest transportation owns no vehicles (Uber)
- I get inspiration from meditation...boring meetings...while sleeping...in the bathroom

ENVIROtech Cleaning Services

- Wanted to change their name
- Changed to:
  - Serious      \*\*it happens
- Brand never fails to open doors
- Grew 75% in 12 months
- Dare to be different!
- Everyone is creative

Things I hate:

- Powerpoint
  - It's a tired tool
  - Avoid death by PowerPoint
  - Too many slides, too many words
  - A vicious circle
    - Bad presentation
    - Poor communication
    - MORE
  - Lloyds Banking Group
    - Wanted a PP to help sell business insurance
    - Created an inspiring video instead
    - Cost a lot more than a PP but...
    - Made 30 times more business for them

I also hate

- Graphical devices
- Motivational posters
- Boring corporate videos

The world doesn't need to be this bland!

The world doesn't need to be this bored!

- Safety instructions on airplanes

Everything should be communicated as simply as possible

Drawing pictures to communicate can be very impactful way to express ideas

Our eyes are the tools that make sense of information

Don't be afraid to break the rules

## Key takeaways

- Disrupt
- Trust your instincts
- Different gets noticed
- Be brave
- Listen to the experts
- Have fun in the process
- Less is more
- Go viral for good reasons
- Okay to use kids
- Live every day like it's your last
- Nothing great ever happens in the comfort zone
- Look in your heart with Joy

## Q&A

*Q: I want to work for you. I want to be the first person in the room to say it. I love the UK. It might work out. How do you talk your clients into these things?*

Woo them any way you can. They either love it or you hate it. I walk away from those who don't want it. If you believe in your ideas, other people will too.

*Q: You said you do not like PowerPoint. Are you using PP for your presentation?*

I have to use it. But I don't like word slides. I use lots of pictures and videos.



*Q: I think the reason you resonate with this group is that we all want that moment to say no and then inspire. Have you ever said yes and wish you hadn't?*

I have. The times that I've done that I've never worked for them again. We chase happy clients. Saying no is so powerful. If you say yes for the money, it's not going to work.

*Q: What I heard today is courage to change. Sounds wonderful, but not easy to do. Have you ever said, No, but...? How do you get people to think differently?*

We sometimes respond with two ideas: one that they ask for, one that they needed. When I show the first thing, they like it. First reaction to my second idea was, *Bloody Hell, Carol! That's what we need!* I have said: *We'll do what you want, but please don't hold it against me when it doesn't work.*

*Q: When you choose people for your team, what do you look for?*

I look for positive people who are ambitious who listen as well as are not afraid to speak up. If they are very creative and can write great copy, even better.



## Using Personality Tools with your Team

### Strength Finder & MBTI

John Forte, Cummins

Teaser: I walked across the room and there it was in black and white...

How do you break apart a team?

- Age
- Experience
- Management
- Global
- Gender

At some point you realize this is meaningless.

Background

- I'm fascinated by ideas
- Find connection between disparate phenomena
- Drives my staff crazy
- This is innate, not cultivated
- There are ways to look at your team and determine how you can work together better

### Strength Finder vs Meyers Briggs

Strength Finder

- Your strengths go untapped
- Spend all your time fixing your shortcomings
- Should focus on doing what you do well

Meyers Briggs

- Provides you with a personalized description of your personality preferences

### Strength Finder

- My 5 top strengths
  - Strategic: sort through the clutter; see patterns
  - Ideation: fascinated by ideas
  - Maximizer: transforming, creating excellence
  - Intellection: like to think
  - Positivity: enthusiastic; generous to praise
- Consider...
  - Harmony: does not like conflict
    - Wants everybody to get along
  - Belief: driven by core values



- Arranger: a conductor at heart
- Activator: When can we start?

### **Meyers Briggs categories**

- Extrovert vs Introvert
  - Is your energy directed outwardly or inwardly?
- Sensing vs Intuition
  - Prefer using your senses or perceiving patterns?
- Thinking vs Feeling
  - Are your conclusions reached on logic or emotion?
- Judging vs Perceiving
  - Do you prefer closure or flexibility and spontaneity?

### **Corporate Communications MBTI**

- Made a chart where everyone fit into the 16 profiles
- Can be a valuable tool, perhaps more for the individual than the team
- Did not really impact us
  - Hard to remember what each other's profile was
  - And what the implications of each profile were

### **Jill Weiler Example**

- Join us a couple of years ago as our finance person
- As a small staff we're always looking for ways to maximize our talent
- She is also flourishing as a producer
- Loves animals and has a lot of different kinds
- Well-rounded, smart
- But always jumped to the quickest solution.
  - I tried to coach her based on what I thought we needed
  - Not who she was

Jill lives in a world of black and white

I live in a world where they're a million shades of gray—and they are all important

Neither is good or bad; we're just different

It helps us understand each other and accommodate our differences

Differences are not wrong!

### ***Audience Comments:***

- I noticed after taking Strength Finder a second time five years after the 1<sup>st</sup> time that changed some of my strengths.
- Meyers Briggs is complicated, and it's hard to remember what type everyone is. We used the Disc Profile instead of Meyer Briggs.

- If there's one thing that I love more than what I do for work is aviation. I read a book about Crew Resource Management (CRM) for aviation that is a lot like Meyers Briggs.
- If you really start thinking about your team in terms of profiles, you need to focus less on what the person is good at and more on how they can be developed.
- You don't want to pigeon-hole people. And people can have a different profile at work and at home.
- Have to have empathy and compassion. These tools can be used as a weapon. Use them to build relationships, not tear them apart.
- It's only a tool.
- I found my bottom 5 strengths more valuable than my top 5.

*Q: How do you keep these tests from being the Flavor of the Day?*

How you implement it. What you do with the results. How you invest and make time for this is definitely a challenge. You have to have passion for it, and show benefit.



*Q: I am a skeptic. Do you have any evidence that these tests have helped your team? They could be used to discriminate.*

With Jill, we kept banging heads. After taking these tests, I was better able to see her as a person and embrace her diversity.

## Telling Stories with New Tools

### 360 Video

Dave Clark, Cummins

I'd like to share my journey into 360 video.

Why?

- Something new
- Give audience new interactive experience
- 1<sup>st</sup> project seemed to fit the scenario

### First possible project

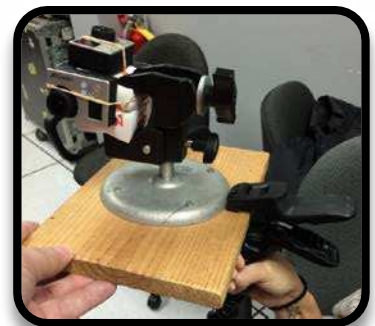
- Support a sales conference where typically they have a driver and a ride-along
- 200 participants that they wanted to get into trucks; not practical
- Considered using GoPro cameras mounted in the trucks
- Did not success in selling our concept

### How we sold it the next time

- Living in the Story: thinking inside the ball
- Up, down, left and right action
- View can look anywhere they want to at any time
- Use audio to direct the viewer
- Had a new building going up, and client wanted to give public a tour before it was finished.

### The Gear

- Had to figure out how to do this
  - Prototype 1 Learned the importance of lenses and a solid mount



- Prototype 2
  - Video a little better, but not what we wanted



### What we purchased: Freedom 360

- [Freedom 360](#)
- Also considered these options:
  - [Ricoh Theta](#); poor video quality
  - [360fly](#): 240 degree video
  - [Nikon KeyMission 360](#): coming out tomorrow. It's only \$500, John.
  - [Franken360](#)



### Post Production

Syncing

Stitching

Color

Render

### Syncing

- Considered [VideoStitch](#)
- Chose [Autopano Video \(APV\)](#)
- Used clapping method to tweak each shot
- Maneuver camera angles to match edges of each shot as closely as possible
- Nice thing about video is it's only there for a moment; then it's gone

### Graphics: Skybox

- Add graphics
- Cover up your tripod

### Resources

- Kolor.com or GoPro.com
- Mettle.com
- 360 Forums (360fly, URVR)
- Alex Pearce Productions
- Jeremysciarappa.com

## Inspiration

- YouTube 360 – Tahiti Surf
- With.in
- Corridor Digital – Where's Waldo?
- Virtual Reality Reporter

In a nutshell...Think inside the ball.

What does viewer get from the experience?

Patience with the process

Comment:

To those who are experimenting, there's another camera out there, [Panano](#), that you send the footage to the cloud and they stitch it together for you. It's really easy.

## Cloud-based Interactive Video

Tom Densmore, Q Center

Everything old is new again. Similar to the old laserdisc we used in the 80's. Of course, the technology has changed.

### Why interactive video:



### A Tale of Two Applications

These are the vendors we considered:

- [Touchcast](#)
  - Accenture already had a license with this vendor.
  - Designed to allow user-generated content
  - Based on the concept of a primary video with links to vApps
  - We didn't like it.
- [Rapt Media](#)
  - We had to convince them to let us use this even though they had a license for Touchcast.

### Touchcast

- vApps allow you to link to a variety of content
- vApps entice the user to jump elsewhere
- Things appear viewer can click on
- Interactivity is exposed and divergent from content
- Previous video stops and appears in a small box.
- Can get multiple windows open and it's confusing
- Appearance of vApps is not customizable
- Links can overshadow the current content

### Rapt

- Enables you to create personalized choice-based branching video content
- Provide you with tools and resources to design and build compelling, measurable use experiences that improve engagement and information retention
- Analytics offer actionable insights for each experience that you build



- Existing video KPI's
- New KPI's unique to branching video
  - Total Plays
  - Unique Plays
  - Total Plays per Node
  - Average Nodes Played per Session
  - Total Link Outs
  - Average Time on Project
  - Average Plays per User
  - Plays per Country
  - Plays per Device
  - Plays per Browser
  - Plays per Operating System

## SaaS Solution

- The video is delivered by RAPT Media's CDN
- Publishing page generates an embed code
- Needs a webpage and Internet connectivity to use
- The video is an iFrame on the page

## Three key differentiators for RAPT

1. Viewers never need to download a separate app
  - a. Great for mobile applications
2. Drag-and-drop control over content
3. Analytics
  - a. Lots of ways to cut the data
  - b. Feed data into software you're already using

## Showcase

- [Deloitte recruiting application](#)
- [Prison Official training](#) (, RAD Award Winner "2016 Work of the Year"
  - Needed to hire more people but had too many applicants
  - Didn't read the information about the position
  - This application extended time on site from 8 seconds to more than 8 minutes
- Accenture Recruiting Game
  - Our first attempt
  - Not all that deep, but it's been successful.

## Q&A

*Q: How did you push out this tool?*

Got embedded on Accenture's recruiting site.

*Q: How did you track engagement with this application?*

We're not far enough along to have that data yet. Happy with the click-troughs, and people play the game, but there's not that much more to it.



## Management & Technical Topic-Go-Round

John Forte, Cummins, Moderator

*Q: Streaming 360 video live?*

- A product called [Sphere](#) is out there. About \$3000.

*Q: How many people are working with 360?*

- (About a half dozen in the room.)

*Q: On-camera interviews. Do you tape them off-camera watching the interviewer, or direct to the camera?*

- We just finished a video where we wanted responses directly to the camera. It was a challenge. We didn't use teleprompter. Took a while to get non-professional talent comfortable. Does bring a different feel to a program. More personal. Did shoot other angles for cover.
- It depends on the context. For informational content, we'll do off-camera interviewer. Call to action we'll use a teleprompter. If you tape an accountant, however, they still look at their shoes.
- Risk of person looking directly to the camera will keep looking off to the side.
- I like direct-to-camera but it's more challenging. It's not good to go from direct camera to off-camera. More than one off-camera is less jarring.
- We used a mirror system so the interviewer's image went directly into the teleprompter. That worked really well.
- I've always liked direct to the camera. If you use off-camera you should occasionally show the interviewer as well for context.

*Q: From the audience perspective, does anyone ever comment on one format or the other?*

- In my experience if we don't hear anything, it's a compliment.
- Depends on whether employees are comfortable looking at the camera. If they look awkward, the audience gets uncomfortable.
- Off-camera interviewer 99% of the time you can engage the interviewee and they will forget the camera.
- When you're looking off-camera, you get non-verbal feedback from the interviewer that helps the interviewee.

*Q: Who is using 4K? Is this the next HD or not? Will we all need to go to 4K?*

- We love the idea of it. But we're not going to shoot everything with it. Depends on how much information we need in post-production.

- I had a big argument because my DP wants to shoot everything 4K raw. Files are huge. But once you get hooked by the flexibility in post, you want everything shot in 4K. It's worth it.
- I can get my executives on camera much more quickly with 4K and fix it in post. You don't lose any data.
- We have been using it for about 4 years. Nobody is shooting anything but 4K now. You can make it look any way you want.
- Entertainment industry is expected to all go 4K.
- Menus for 4K cameras are mind-boggling. Can shoot some really awful video that take a lot of work in post to fix. Need to develop pre-sets.

*Q: Was there a big adjustment in your edit suites to handle 4K?*

- We separate 4K from the rest of the workflow.
- We edit in Premiere. We make a lower resolution proxy for preliminary edits.

*Q: Is the difference between HD and 4K that dramatic?*

- 4K is about the limit of what you can perceive with the naked eye
- Machines can tell the difference between 4K and 8K, but we can't

*Q: How does 4K affect your streaming capabilities? Not everybody has a huge pipeline.*

- I don't think anyone distributes in 4K. Distribute in HD.
- 4K for editing flexibility
- 4K would be completely lost on us.

*Q: How do I get my clients to bring us in earlier?*

- How to get other departments to bring us in early enough
  - An issue for all of us. CMMA had a conference theme called "Getting a Seat at the Table"
  - Ultimately it's about building relationships
  - The ones that are not bringing you to the table: help them understand what's in it for them if they do bring you in early
  - Cultivate champions
  - The character of your boss is critical
  - Webcasting has taken off for us and given us opportunity to build relationships through coaching the executive presenters
  - We're in a position to make people to look really good. We have different kinds of relationships with executives and it's an opportunity to build trust.

*Q: We need to replace our Project Management System. What are people using?*

- We use [SharePoint](#). Not a perfect solution, but it works.

- We also use SharePoint. We brought in an outside consultant to help us customize it for us. At first tough for our team to adopt, but it's a good tool. About \$25,000 investment, plus another 20K in improvement.
- We used to be on [ScheduALL](#) and had to move off it for security reasons. I asked for input from CMMA. We chose [Xytech Media Pulse](#). Looked at [Studio Suite](#) also, which was quite robust too.
- [Liquid Planner](#). Designed for entire office, not just media. Good for planning out how much time projects will take, and pushing dates if necessary. Don't know about integration with other applications.
- [TimeFox](#). Schedule, send calendar notices, track deadlines, freelancers have access. Great tool for us. Use Google calendars also, and they show up in Outlook.
- Show Manager. Very video-centric.

*Q: Is anyone starting to use and fly drones, now the the FAA has released rules?*

- We did our first drone flight this week. We're within 5 miles of the airport, so we had to be in contact with the airport throughout the shoot.
- You can use commercial pilots to fly drones; works out well.
- Drone footage adds great production value for little cost.
- Drone pilots need to be certified.
- Reach out to Kim Cloutman from CMMA. They do a ton of drone work for railroad footage.

*Q: Anyone aware of an audience response product that will score data immediately?*

- [Option Technologies](#) interfaces with PowerPoint or standalone on smart phones.

## Social Media Wrap-up

Karen DeWolfe, Grow Socially

### Fast facts

- 58% of senior marketing execs say they will carve out a bigger portion of budget to dedicate to video in the next 12 months
- Facebook reported 8 billion video views. A day.
- Cisco predicts that 80% of the world's data traffic will be VIDEO by 2020

No one more relevant right now than you.

### What I learned about #CMMAMemphis

- Choose a people not like you. It could save your life.
- A little less information, a little more inspiration.
- Be the most positive person at the table
- Story is an emotional hook to make you want to learn more
- Make me care. If you don't, I won't.
- Be a mentor and inspire

### What else will you take away?

- Best gift you can give someone else is credibility
- Nothing great happens MORE
- Disrupt
- Don't chase the money; chase the outcome

This is the kind of content you should post to social media. One sentence can change your day.

### Don't just report numbers.. However...

- 981 tweets
- 76 people
- 262,908 users reached
- 1,180,575 impressions (how many eyes saw our posts)
- ...and the numbers are growing by the second!

This is the kind of stuff your potential members will see

### @CMAA1 statistics from the conference:

Tweet impressions up 30.5%

Profile visits up 83.6%

Mentions up 283.3%

Followers up 45



After the conference:

Important to continue posting after the conference. Don't want a huge drop-off.

Connect with other members.

### **Twitter analytics explained:**

- Tweets: How many tweets were sent out
- People: How many individual Twitter users tweet
- Reach: Total amount of all users mentioning #CMMAMemphis and their followers
  - AKA how many people had the potential to see #CMMAMemphis tweets on their newsfeed
- Impressions: How many times Twitter users saw #CMMAMemphis on their newsfeed
- Profile Visits: How many times individual Twitter users visited the @CMMA1 Twitter page during the conference
- Mentions: How many times Twitter users included @CMMA1 in tweets during the conference
- Followers: How many Twitter users followed @CMMA1 during the conference

### **Tell Stories!**

- Members are engaging
- Engagement = more awareness = more members!
- They are getting value from being here
- Others outside of Memphis are seeing value
- Potential new members
- Vital to longevity of association
- You are relevant
- You should have been here!
- We had great presentations
- This is a cool organization
- Gives CMMA credibility

### **Top 3 Posts**

1. Michael Nagel: Thanks to the members of @CMMA1 for inviting me to their national conference. Their questions were awesome!
2. Rachel Kennedy: Choose #people who challenge you, irritate you. Tell the truth to each other. #growth #servant leadership @RobertSwan2041 @cmmaMemphis
3. Leigh Anne Bishop: #cmmaMemphis happy to be in Memphis meeting new media friends. Looking forward to Robert Swan's keynote address Monday the 24<sup>th</sup>.

Other hashtags used in Memphis

- Use hashtags that are important to you and to the Association

Look what we accomplished:

Memphis Trends: #2



**What does this mean?**

- Social media is all about exposure
- The more people see the CMMA audience tweeting, posting on Facebook and engaging in LinkedIn, the more well-informed prospects and members are of the association and the more CMMA interacts with them
- The more CMMA and its members post on social media, the more members and prospects see and come to events
- Social media also allows members to interact with one another and share stories and content
- More followers and more interaction generates more interest, which eventually leads to more members

**Your Social Media Wrap-up**

- What did you share
- What did you want to know
- What did you learn from each other
- What value did you get
- What will you take away

**Answers to your questions:**

[Ilink.me/SOCIALQA](https://link.me/SOCIALQA)

## Closing Remarks

**Gregg Moss, Bank of America, CMMA President**

CMMA is celebrating our 70<sup>th</sup> anniversary. We've seen videos from several Past Presidents during this conference. What struck me with I watched these videos is that every president had their set of challenges during their time in office, but the one constant was Change.

We are in a period of change now. Many of us are heading toward retirement; the next generation will be replacing us. We need to reach out to them, and learn from them.

I'm confident we have the leadership and partnerships in place to help us grow and prosper for another 70 years.

CMMA is more than a professional organization for me; it's very personal.

See you in San Antonio next year!



## Photo Album

Photography by Charlie Perkins, Mayo Clinic













Conference Chairs: John Forte and Dan Mooney



Warren Harmon helped too...



As did Charlie Perkins...



...and everyone in this picture



Chris Barry accepts the Keeting Scholarship award for his daughter



Cliff Brewer accepts his Accreditation certificate from David Leonard, Awards & Accreditation Chair



The President's Award goes to Benjamin Hamblen

