

CORPORATE COMMUNICATIONS

INTERNAL COMMUNICATIONS

Getting a message out to the entire company isn't always easy. Emails are impersonal and easily ignored; getting everyone in one room for an all-hands meeting can be nearly impossible. Video is the solution.



MORE PERSONAL EXECUTIVE COMMUNICATIONS

91% of employees think video makes executives more personal and reliable; instead of sending dry written reports and updates, try having your executives record video messages to send instead.



GET EVERYONE ON THE SAME SLIDE

For big corporate events—townhalls, all-hands meetings, announcements, fire side chats, and the like—don't try to get everyone in one physical place. Webcasting makes it possible to reach all of your employees at once with a personal, interactive message, whether they're in a satellite office or even on the go.



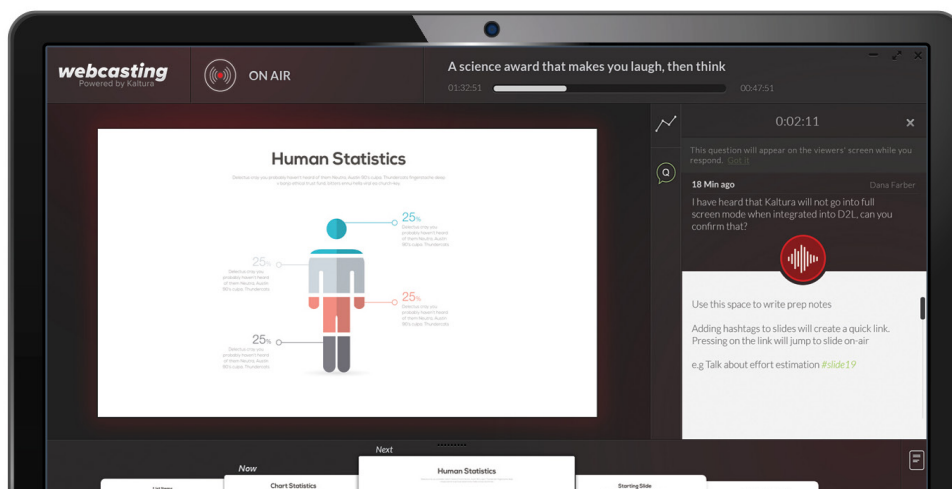
DON'T LIMIT YOURSELF TO THE ONE-OFFS

It's not just the once-a-year events that benefit from being broadcast. Think smaller, as well—sales kickoffs, product launches, strategy briefings, financial results and more can all benefit from engaging presentations that can be watched anywhere, on any device.



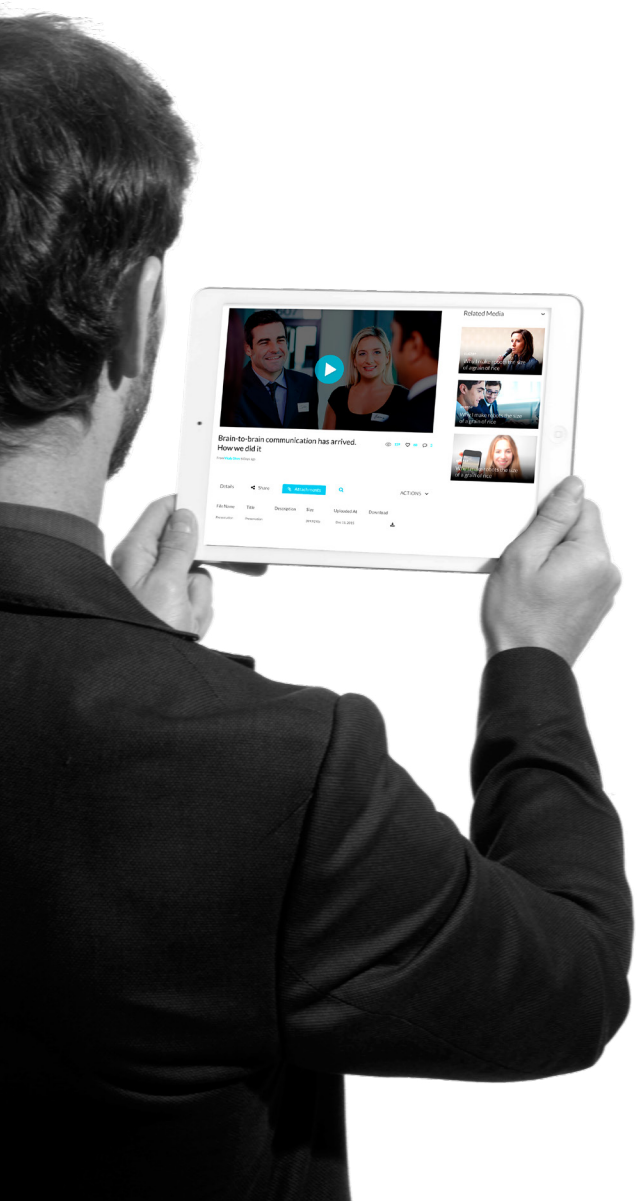
MAKE A LASTING IMPRESSION

Make sure your webcasts and other video messaging are centralized and searchable, so employees can refer back to what they learned. You've gone to so much effort to create the message—maximize the ROI by extending the life of your content.



EXTERNAL COMMUNICATIONS

Today's investors and journalists are increasingly savvy. Many have done their research long before you connect. Make sure your external messaging comes across as sophisticated, sincere, and memorable by taking advantage of the face-to-face impression of video.



VIRTUAL PRESS CONFERENCE

Give a face to the company, literally. A video press conference via webcast makes your announcement look more personal and polished than a text release. Q&A can be controlled more easily than in person, but still allows for easy interaction between your speaker and the press. Journalists can choose to watch synchronously or asynchronously, increasing your reach.



VIDEO-BASED INVESTOR RELATIONS

We trust people better when we can see their faces. Give your investors a chance to form a personal relationship with you company by holding investor calls over video instead.

Looking for more information on crafting your video strategy?

Contact us at +1-800-871-5224, or fill out this form <http://corp.kaltura.com/company/contact-us>