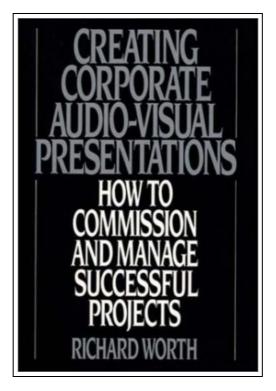
Creating Corporate Audio-Visual Presentations: How to Commission and Manage Successful Projects (Hardback)



Filesize: 2.59 MB

Reviews

The publication is easy in read safer to comprehend. It is actually rally intriguing through studying time. I am easily will get a delight of looking at a created publication.

(Claud Feest)

CREATING CORPORATE AUDIO-VISUAL PRESENTATIONS: HOW TO COMMISSION AND MANAGE SUCCESSFUL PROJECTS (HARDBACK)



ABC-CLIO, United States, 1991. Hardback. Condition: New. New. Language: English . Brand New Book ***** Print on Demand *****. Successful audiovisual presentations are the result of careful management by--as well as creative collaboration between--the client and the professional communications firm. Because of their high visibility within the corporation, presentations risk falling prey to script by committee unless there is a clear plan at hand for managing the project. Executives who find themselves responsible for a presentation need to be fully aware of what audiovisual can and cannot do--and how to go about getting it done right. In this how-to guide for corporate executives, author Richard Worth covers every step of the process in sequence, from determining objectives to preparing for production and post-production. While the emphasis is on working with an audio-visual professional, Worth also includes do-it-yourself tips for readers who want to keep the project in-house. Selecting slides, video, film or multimedia is one of the first choices to make. This decision, like others that follow, should be based on a determination of purpose, audience and message. Worth provides easy-to-follow worksheets to help get the planning process going. Readers looking for budget guidelines will learn how much money they will need to invest to get the presentations they want. And, to help readers select the communications professional they will be working with, Worth offers down-to-earth advice based on his years of practical experience. In non-technical language, he critiques and analyzes samples of script proposals and treatments, providing valuable insight into the creative process. Any executive or manager responsible for sales, training, public relations, fund-raising, employee relations, or recruitment will find this a valuable resource for planning and implementing effective presentations.

- Read Creating Corporate Audio-Visual Presentations: How to Commission and Manage Successful Projects (Hardback) Online
- Download PDF Creating Corporate Audio-Visual Presentations: How to Commission and Manage Successful Projects (Hardback)

Related Kindle Books



The Tale of Jemima Puddle-Duck - Read it Yourself with Ladybird: Level 2

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, The Tale of Jemima Puddle-Duck - Read it Yourself with Ladybird: Level 2, This is a gentle adaptation of the classic tale by Beatrix Potter. Jemima...

Read Book »



Dom's Dragon - Read it Yourself with Ladybird: Level 2

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Dom's Dragon - Read it Yourself with Ladybird: Level 2, Mandy Ross, One day, Dom finds a little red egg and soon he is the owner...

Read Book »



Peppa Pig: Nature Trail - Read it Yourself with Ladybird: Level 2

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Peppa Pig: Nature Trail - Read it Yourself with Ladybird: Level 2, Peppa Pig and her family are enjoying a nature walk when they get lost....

Read Book »



Rumpelstiltskin - Read it Yourself with Ladybird: Level 2

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Rumpelstiltskin - Read it Yourself with Ladybird: Level 2, In this classic fairy tale, a miller's daughter has to spin straw into gold for the king....

Read Book »



Peppa Pig: Sports Day - Read it Yourself with Ladybird: Level 2

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Peppa Pig: Sports Day - Read it Yourself with Ladybird: Level 2, Peppa Pig is having fun with her friends at Sports Day, but she is...

Read Book »