

How to Overcome the Challenge of Justifying, Implementing, Utilizing, and Managing Your Video Conference Network?

The justification, implementation, utilization, and management of a Video Conference Network encompass many management and operational challenges. These challenges lend themselves to services from a professional consultant with experience in the Video Conferencing industry. While working closely with your management and staff, ACSI will give you advice on all aspects of managing and effectively using your Video Conference Network.

Video Conferencing is a new approach to corporate communications. Because it is new, there are issues that can negatively impact the acceptance of the network. Experience gained from other networks indicates that it is difficult to recover from early errors. ACSI, as a Telecommunication Consultant, is dedicated to assisting you identify the issues and address them before they impact productivity and network acceptance.

Justification

Justification techniques vary according to the intended use of the network. ACSI will assist you in identifying justification areas, quantifying the savings and determining costs.

Network Operation and Management Philosophy

ACSI will assist you in the design of the overall operational and management philosophy of the network. What are the network goals and objectives? Does the network support corporate objectives? Who has control of the program elements? Which functions have what responsibility? How are the network and the programs funded? Who sets the priorities for network programming?

Network Installation Issues

The installation of a Video Conferencing network can be a complex task without proper control, coordination and project structure. The installation process requires interface with multiple vendors, site installation coordinators at the remote sites, landlords, internal real estate departments, studio facilities and many other functions. ACSI will assist you in establishing the structure and processes to deal successfully with these and other issues.

Management of Remote Viewing Locations

Video Conferencing requires cooperation from people at the remote facilities. They will be involved in the installation of equipment and local coordination required for broadcasts. ACSI will assist you in designing a system that provides effective communication, notification and control. ACSI will also assist you in defining the qualifications, training, and measurement for the "Site Coordinator" responsibilities.

User or Sponsor Interface

ACSI will assist you in establishing the correct relationship with the users of the network. This includes the definition of responsibilities for the user department and the network staff, program selection criteria, internal promotion of the network, content and program planning and more.

Program Preparation

ACSI will assist you in developing guidelines for program preparation. The guidelines will include program structure alternatives, effective packaging of the content, visual support guidelines, program objectives, advertising to the target audience and more.

Scheduling

Video Conference broadcasts require scheduling of many facilities and people during the development of the program and on the day the program is broadcast. The scheduling includes pre-production meetings, rehearsals, studio facilities, network facilities, satellite, viewing facilities and more. ACSI will assist you in the design of a scheduling process that ensures that all points are covered.

Studio Design

Most existing corporate television studios are used to produce video tapes. Live television programs require modification of the studio facilities. ACSI will assist you in any modifications of your studio to include set design, addition of two-way audio capacity, visual aids, and more.

Question and Answer Management

Live questions with answers from the experts are a powerful attribute of Video Conferencing. There are several alternatives to managing the question and answer process. The alternatives include differences in audio equipment configuration, program structure and on-air question management techniques. ACSI will assist you in the selection of the correct alternative. ACSI will also assist in the areas of moderator training, encouraging audience participation and question screening.

Production Services

ACSI offers advice on production areas that relate to the operating philosophy of the network. This advice includes determining various production levels according to the intended audience, cost control, "ease of use" techniques, standard production formats and more.

User Training

The level of user training required is dependent on the audience and the type of programming. In many cases, improper training can have a negative impact on the effectiveness of the presenter. ACSI will assist you in developing training guidelines for program participants, hosts and moderators.

Evaluation of the Network and the Network Programming

ACSI will assist you in the design of an evaluation process that measures the satisfaction level of the audience, users of the network and corporate management.

Staffing and Organization

Staffing requirements are determined by the programming volume, production levels, production complexity and the use of contracted personnel. Organization must take into consideration the functions to be achieved, and the corporate structure. ACSI will assist you in determining the proper staffing level and organizational structure.

Consulting Services

The consulting services offered by ACSI have both range and depth: from a simple "broad brush" study to determine if Video Conferencing has potential benefits for a prospective user, to an in-depth cost justification analysis with detailed implementation and management plans. The depth of consulting services extend from workshops that structure implementation and management plans to comprehensive responsibility for the implementation and management of the network during start up or on a permanent basis. ACSI Consulting services are available on a daily, a specific project, or on a retainer basis. A retainer provides a dedicated amount of consultant time each month and is offered at a considerable discount. A retainer ensures the client consultant time to address a wide variety of management challenges as the project progresses.

The Writer

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Paul brings over twenty five years of diverse managerial experience in program management, new business development, and operations within the telecommunication industry. Some of Paul's professional affiliations include the Midwest Society of Professional Consultants, the Society of Satellite Professionals International, the Executives' Club of Chicago, the Society of Telecommunications Consultants, and the Wireless Communications Association International.

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