



A *vimeo* Resource

Strategies and stories to help you do meetings, better

The Essential Corporate Comms Toolkit

Whether you're exploring sharing communications from your executive team, coordinating town halls or all-hands meetings, or planning virtual trainings, live video can help you effectively communicate your message. This guide will share how companies of all sizes can leverage live video to create engaging meetings for every employee, on any device, wherever they are.

“Live video is becoming a necessity for companies. It’s the best way to get your point across to as many people as possible.”

Michael Weinstein

Video Studio Lead at Deloitte Global

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The Evolving Workplace Landscape

As our lives have become increasingly mobile, so have the ways in which we work. Take the growth of international branch or satellite offices — the most recent report from the Bureau of Economic Analysis, for example, reports that U.S.-based businesses employ **42.3 million workers abroad**. Remote work is also on the up and up, with **43%** of employed Americans saying they spent some time working remotely in 2017. Coworking spaces are now commonplace, enabling companies of almost any size to open up branch or satellite offices — in fact, coworking space has been growing at an average annual rate of 23% since 2010, **according to JLL**.

With this boost in a global workforce comes unique communication challenges, like juggling multiple time zones. Coupled with modern-day challenges like information overload, and employee turnover at **all-time high**, businesses of all sizes need to rethink how they communicate, engage, and retain their employees. It's not uncommon, for instance, for employees who are not in the office every day to feel **"out of sight, out of mind."** Even without accounting for remote workers, today's workplaces have an engagement problem. In the **most recent Gallup poll**, 13% of workers reported they are "actively disengaged" and another 53%, simply "not engaged." Fortunately, companies are adapting to these shifts with actions like offering more **online-only (25.6%) and blended (69.3%)** corporate trainings. But there is more work to be done.

Now is the time for organizations to take the extra steps to build trust and, perhaps more importantly, connection with every employee. But with such tremendous growth in the global workforce, how can businesses keep employees engaged with the company mission, values, updates, and trainings, no matter their location?

Through **live video**.



Live Video:
A New Norm For Business

Live video is becoming a new norm, and that's no hyperbole: total viewing hours of live video grew by 65% in 2018, according to a [report](#) from Conviva. As live video becomes ubiquitous in our day-to-day lives, it makes sense for businesses to align with these expectations as it's happening. Rather than playing catch-up and coming across as "behind the times," organizations are opting for live video now. In fact, one report found that 53% of companies intend to increase their budget for live streaming events*, and even [business execs prefer video](#) over other forms of communication.

"Live video is becoming pretty much a necessity with companies," says Michael Weinstein, Video Studio Lead at Deloitte Global. "In 2019 alone, [80% of all internet traffic will be video](#). It's what brands should really be doing to get their point across."

What is it about live video, though, that makes internal communications more effective and engaging than, say static video or traditional webinars? The human element.

Audrey Plaskacz, Global Director of Internal Communications and Engagement at Lululemon, sees live video as the next best thing to in-person interaction. "Live streaming creates a sense of inclusion and connection that's difficult to replicate through other forms of communication," she says.

What's more, live video makes content easier to digest, too. "Before we'd hear people say they weren't getting important information in other ways — like in a PDF that was sent out, and just got glanced over in an email," Weinstein says. "When it's live, you really hear that person, you can communicate with them, and it humanizes them, as well."



**IBM. 2018 Live Video Streaming Benchmark Report. IBM, 2018, 2018 Live Video Streaming Benchmark Report.*

The Science Behind Employee Engagement

The term “engagement” is thrown around so often in the internal comms field, that it can feel like it actually loses its meaning. Let’s go back to basics and lay out what employee engagement means as a whole, what it means for businesses, and what it looks like in the workforce.

To level set real quick, we’re keen on the Harvard Business Review’s [definition](#) of engagement: “People want to come to work, understand their jobs, and know how their work contributes to the success of the organization.” Short, snappy, and to the point. With that in mind, let’s dive in.

The [Harvard Business Review](#) found that research proves that “happiness raises nearly every business and educational outcome: raising sales by 37%, and productivity by 31%.” When your employees buy into your company’s mission, long-term goals, and have a sense of professional growth, they’re more deeply committed to their work, resulting in higher productivity. On the other hand, a [2017 Gallup report](#) found that disengaged employees cost U.S. companies up to \$605 billion each year in lost productivity. Yikes!

Companies can nurture a culture of belonging, community, and inclusion not only by investing in the development of their employees (which we’ll get to in a moment), but by ensuring the lines of communication between leadership and staff are clear, ongoing, and accessible. Oftentimes, the best way to boost satisfaction at work is to meet “the more altruistic and basic human needs of feeling connected and being an important part in something bigger,” says [Sylvia Vorhauser-Smith](#), a Forbes contributor and Senior Vice President of Global Research at PageUp.



Creating better employee trainings

Usually done on a smaller scale than, say, town hall meetings, employee trainings remain an important component of internal communications strategies. When done poorly, however, trainings can be detrimental to more than company morale — it can affect your bottom line. Companies **lose \$13.5 million per 1,000 employees every year** due to ineffective trainings that result in skill gaps, disengaged employees, and turnover.

To make your trainings more engaging, consider the **REACH** method, developed by leadership and development manager, Kyle Farris. At its core, REACH repositions training through the lens of the participant, not the instructor:

- Recall** What will limit my audience from recalling the lesson?
- Effort** How much effort will be required to learn this content?
- Attention** How challenging will it be to retain focus?
- Cause** What cause or purpose do they have to learn?
- Humility** How humble are they as learners (and am I as an instructor)?

You can also apply these three simple strategies for your next training to make it even more effective:



1. 20 minutes for maximum engagement

Research shows that intense focus with adult learners **lasts up to 20 minutes**. For each module or lesson that employees need to complete, aim to keep it to 20 minutes or fewer.



2. Consider your learning environment

Online spaces, like a virtual training, meeting, or e-learning platform, can actually offer users more **comfort and security** than an in-person session. In these instances, people tend to relax and open up to new ideas or methods more easily.



3. Use video for learning

No, we're not just including this because we love video (although, we do, of course). Teaching with video has been **proven to improve retention of information** better than teaching solely with text. In fact, studies find that presentations with a blend of text and video are 9x more effective for learners

7 Steps to an Awesome Company Meeting

Whether you're prepping for your biggest town hall of the year or coordinating a smaller, more intimate company event, some universal truths apply. We've rounded up insights, tips, and lessons learned from people in the field who've gone through it all.

Meet the experts



Julie Starr

Learning &
Development Manager
Convene



Steve Hamaday

Virtual Training Manager
Axalta Coating Systems



Dennis O'Brien

Sr. Project Manager,
Live Production
Vimeo



David Haug

Senior Video Producer
Deloitte Global

1. Plan your content, and a clear message.

According to Chris Zook, partner at Bain and Company, only **40% of U.S. employees** know what their company's goals are. From the get-go, you and your team need to agree on the key message for the event.

Is there a theme or vision you want to communicate for the next quarter? Maybe your company wants to show transparency by holding a Q&A with leadership after an acquisition. Or perhaps the goal is to share key performance metrics and the upcoming roadmap for a large team. Whatever your meeting, consider these factors when developing your agenda and content.

Objectives & learning outcomes

No matter the size, employees will still need to take away something from your meeting. So, what's your message? Here are some ways you can break out learning outcomes when planning your next meeting:

- **Awareness:** At its most basic level, this learning outcome focuses on communicating information, with no actionability or follow-up required from participants.
- **Understanding:** Employees will internalize and get a deeper comprehension of the material and message.
- **Skill:** Functional tools, tips, and strategies that employees can apply in their day-to-day role.

“The primary thing to keep in mind when you’re building out content are the objectives. What do you want people to walk away with?”

Julie Starr

Learning and Development Manager at Convene

Adapt content for virtual sessions

In some cases, content made for in-person meetings isn’t as effective in virtual environments. Take Axalta Coating Systems, who uses live streaming to train thousands of employees and partners around the world every year.

“Our content team’s primary responsibility is to develop training content for the classroom,” says Steve Hamaday, Virtual Training Manager at Axalta. “Because we take a different spin on training through our live virtual program, we have to ‘translate’ that content slightly to be more effective for our online participants.”

Three ways Axalta “translates” in-person content for live virtual meetings:

- ✓ Use pre-recorded instructional videos in addition to live video
- ✓ Build interactive apps, tools, and experience into the learning process (or use an LMS)
- ✓ Screen sharing step-by-step demos

2. Build a sharp and concise presentation

Speaking of content, we'd be remiss to leave out the importance of a well-designed presentation in a meeting. Beyond the visual aesthetics of colors and fonts, how you portray your message on the presentation makes a big difference in retention and readability. Slides with huge amounts of text are not only dull, but hard to read — making your message harder to get across.

Here are three best practices for formatting text in a presentation:

**5-5-5 rule,
for blocks of text**

- No more than 5 words per line
- No more than 5 lines per slide
- No more than 5 consecutive text-heavy slides

**10-20-30 rule,
for pace and readability**

- Aim to tackle 10 slides
- In 20 minutes
- Displayed in a 30 pt. font

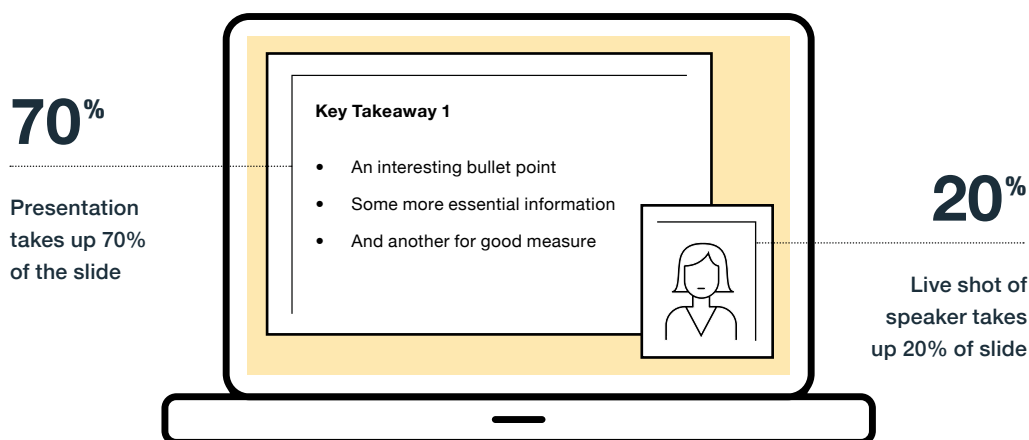
**1-6-6 rule,
for bullet point slides**

- 1 main idea, communicated through a maximum of 6 bullet points, with no more than 6 words per point

Source: Ethos3

During your live stream, ensure there is ample screen space dedicated to the presentation. “You want to make sure that the presentation is not just incorporated in your live stream, but that you’re giving enough real estate to it, too,” says Dennis O’Brien, Senior Project Manager for Live Production at Vimeo. “You don’t want your viewers to lose sight of what you’re talking about.”

Picture-in-picture (PIP) graphics are the best way to strike a balance of subject matter and speakers in a live stream. Here’s a sample template you can use for setting up an optimal PIP for your live stream:



3. Don't stagnate — participate

As mentioned earlier, engagement is essential to ensuring your message is heard, as are the concerns of your employees. You can embed Q&A or polls into your live stream to offer simple, effective methods to facilitate discussion.

Axalta takes things a step further by using user-generated content from their participants in their live streams. “Because we have to certify our users, we have them submit videos to us as part of their certification,” says Hamaday. “We then reuse and recycle their content to teach and learn from it.”



Axalta uses user-generated content as part of their live virtual trainings to provide feedback to participants.

4. Garner feedback, measure impact

Business author Tom Peters perhaps said it best in his book [Thriving on Chaos](#): “Excellent firms don’t believe in excellence – only in constant improvement and constant change.” Which is to say, once your meeting or training is complete, your learning shouldn’t stop there! Leverage meeting attendees to better understand how you can improve for next time.

Pick participants’ brains

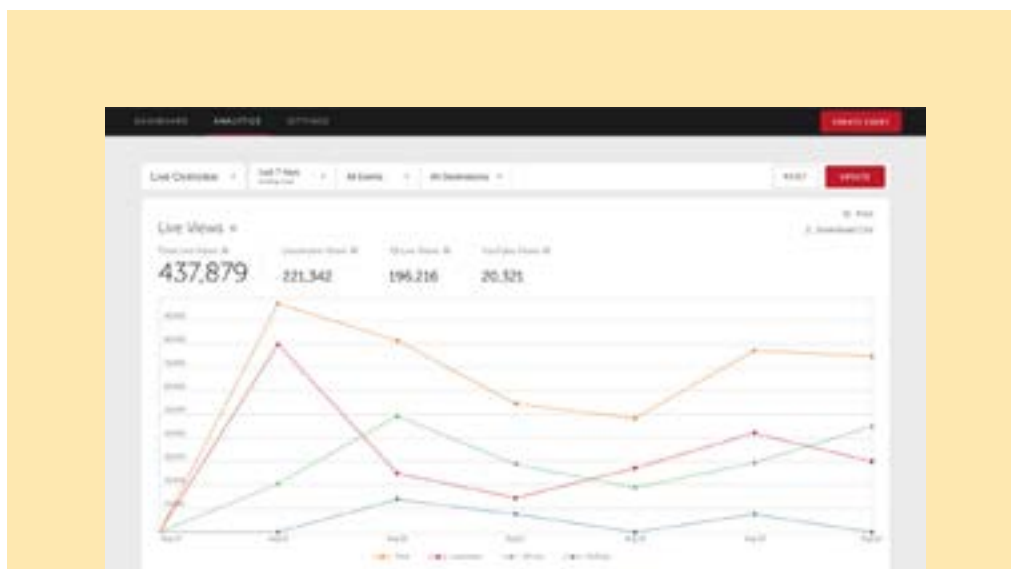
For any meeting, offer a follow-up survey to collect input and valuable insights. These surveys don’t have to be formal or fancy, either — “We do quantitative and qualitative surveys via SurveyMonkey or other simple tools,” says Starr — but can paint a data-driven picture of where the meeting excelled or faltered. It’s also a simple method for further including remote teams or satellite offices.

If your meeting was smaller in size, don’t underestimate the power of primary research, too. “Conducting one-on-one interviews with past participants is a great way to get more information from participants,” says Starr. “You can really probe and ask deeper questions.”

Other metrics of measurement

For live streamed meetings, tracking several metrics can help you prove value, pinpoint what’s working, and improve future experiences. Vimeo’s handy [built-in analytics](#) offer these stats (and a whole bunch more):

- **Total live viewers:** Who showed up to tune in?
- **Watch time:** How long did viewers watch the live stream? This offers a strong indicator of how engaging the content was.
- **Viewing location:** For global workforces, you can see how far your meeting stretched across time zones.



Debrief, then take action

Of course, gathering input is only one part of the process. “Once you get feedback, you don’t want it to sit in the polling tool or a spreadsheet,” says Starr. “At Convene, we like to talk about ‘Getting 1% better every day.’ It’s important to iterate on your meeting strategy to keep the content fresh, and respond to the needs of your participants.”

Reflecting with your team and stakeholders is just as important. “Even if everything went well, we always want to find an area where we can improve upon and make the next event better in some way, shape, or form,” says O’Brien. “The idea is that we can build upon the success and keep it going.”

“It’s important to iterate on your meeting strategy to keep the content fresh, and respond to the needs of your participants.”

Julie Starr

Learning and Development Manager at Convene

5. Get your hardware in order

With so much focus on messaging and communication, it can be easy to overlook the technical aspects of live streaming your meetings, especially when it may not be in your area of expertise. That said, it’s still an essential part of a successful live stream.

Whether you have a technical team to help or need to navigate the A/V waters on your own, here’s the essential hardware you’ll need.

Camera and A/V cables

Of course, your camera is a critical piece of your live stream. Depending on your budget and meeting, you could try anything from a [Mevo camera](#) (perfect for smaller-scale meetings, or those easing into live streaming), or more professional cameras. The Vimeo production team’s favorites include the Sony PMW-300K1, Sony PMW-X320, and Sony HSC-300R. Other suggestions from our team include:

HD - SDI Cameras

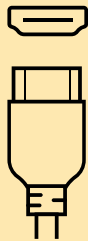
- Sony FS700
- Sony PXW-FS5
- Canon XF305
- Canon XA25
- Panasonic AG-AC130A
- Panasonic HPX Family

HDMI Cameras

- Canon XA10
- Canon XA30
- Canon XF100
- GoPro Hero 4 Silver
- GoPro Hero 4 Black

Don't let the fancy camera models intimidate you, though! Vimeo's Senior Project Manager for Live Production, Dennis O'Brien, says that consumer-grade cameras can work great, too. "Our productions sometimes involve multiple cameras, but if you're just getting started, all you need is a single quality camera. Even a webcam can work, just to get started and get your feet wet."

If you end up going with higher-grade cameras like the ones mentioned above, you'll need A/V cables to bring in your audio stream (pretty important to get your message out, right?). You could use consumer-grade HDMI cables, like the ones you use to plug devices into your computer or TV at home, or try professional-grade HD-SDI cables. Finally, if you opt to use a Mevo camera, A/V cables are not required.



HD - SDI
(HD or SD Digital)

Professional grade
cable which supports
HD video (including
embedded audio)



HDMI (HD Digital)

Consumer grade
which supports HD
video (including
embedded audio))

"If you're just getting started, all you need is a single quality camera. Even a webcam can work, just to get started and get your feet wet."

Dennis O'Brien

Sr. Project Manager of Live Video Production at Vimeo

Microphones

Studies have proven that audio quality holds [utmost importance](#) to capturing your audience's attention through a live stream. "You'd be surprised at how often people can overlook the importance of audio quality," says Dennis. "Don't rely on the built-in microphone on your camera, invest in a proper microphone." Lavalier ("clip-on") microphones can offer more comfort for your speakers, but the Vimeo team has also used handheld mics for different live streams, including [Shure SM58s](#).

Lighting

The correct lighting is paramount to a professional-looking live stream. The bigger the space or the larger the event, the more lights you'll need to customize the look and feel of your event, similar to film or television.

If professional lighting isn't in your budget, that's OK! You can get creative. In an ideal world, you want to buy or rent professional lights, but you can definitely craft a DIY solution to your lighting problems. If you're in a meeting room at work, play with natural lighting. Don't be afraid to use the sun; it's the best light source we have.

Need more tips on lighting? Vimeo can help. Our blog has [lots of handy articles](#) on perfecting your lighting setup.

Encoder and switcher

No live stream would be complete without a switcher and encoder (literally) — it's the difference between a video recording and a live stream.

- **An encoder** is a piece of hardware or software used to convert a live feed so that it's viewable over the Internet via computers and mobile devices.
- **A switcher** is used to select and switch between several different video and audio sources, control graphics, and other production elements.

When using multiple cameras for a live streamed event, you'll want to incorporate a live production switcher into your toolkit, which allows you to mix between multiple camera angles during the live broadcast. You can find switchers and encoders through video equipment retailers like [B&H Photo](#).

6. Set up your software

Thought we were done with the technical jargon? Almost.

Once you've rounded up all your hardware, you'll need live streaming software to bring your live stream to life. Vimeo's [Studio software](#) transforms your computer into a professional live production control room. This means you can create virtual meeting magic with features like switching between multiple cameras, video playback, and on-screen graphics.

7. Test your tech

Testing your tech is the last piece of the technical puzzle. “You never want to start your event off and see people commenting, ‘I don’t have sound, I don’t have video, help!’” says David Haug, Senior Video Producer at Deloitte Global. “That is not what you want to see.”

We have to agree, so here are some simple (but important) steps to take to ensure your live stream works just as it should:

Test your stream

The best thing you can do to prevent mishaps during the production is to test everything, but most importantly, [test your stream](#). Test audio quality, video quality, and your internet connection (you can confirm your upload speed by testing your connection at a website like Speedtest.net).



You get a circuit! And you get a circuit!

Power might not make your initial list of concerns when preparing for a live production, but it should. Without power, your stream will fail. “The larger the production, the more power it can draw,” says O’Brien. Lights should be on their own circuit, audio on its own circuit, and encoders each on their own circuit, too.

Make space for your video village

It may seem simple, but adequate space and seating for your team is a core component of an ultimately successful stream. “Switchers and encoders are useless on the ground,” says O’Brien. “A table is necessary to create the best live streaming setup.” Make sure your production team has space to coordinate and produce the live meeting, uninterrupted.

Using Live Video for Employee Engagement, In Action

How Lululemon connects employees around the globe

As a core brand value, connection is an important aspect of Lululemon's company culture. An increasingly globalized workforce, however, created the need for a modern, no-fail solution — and Vimeo fit the bill.

"We were expanding globally, and thinking about how we could reach remote employees in an impactful way that reflects our core values," says Audrey Plaskacz, Global Director of Internal Communications & Engagement.

Lululemon landed on Vimeo to better communicate the brand's core value of "connection." A prior setup of a third-party hardware, software, and on-site crews was overly complicated and expensive. The internal communications team needed a live streaming platform that provided a polished look, autonomy, and just worked, plain and simple. Even more importantly, they needed to replicate face-to-face interaction with team members around the world. "We value feedback at Lululemon, so having a forum where people can ask questions — and we can honestly answer them — is very in line with our culture," Plaskacz says.



Industry: Retail

Headquarters: Vancouver, Canada

Employees: 13,000

Locations: 104

NASDAQ: LULU

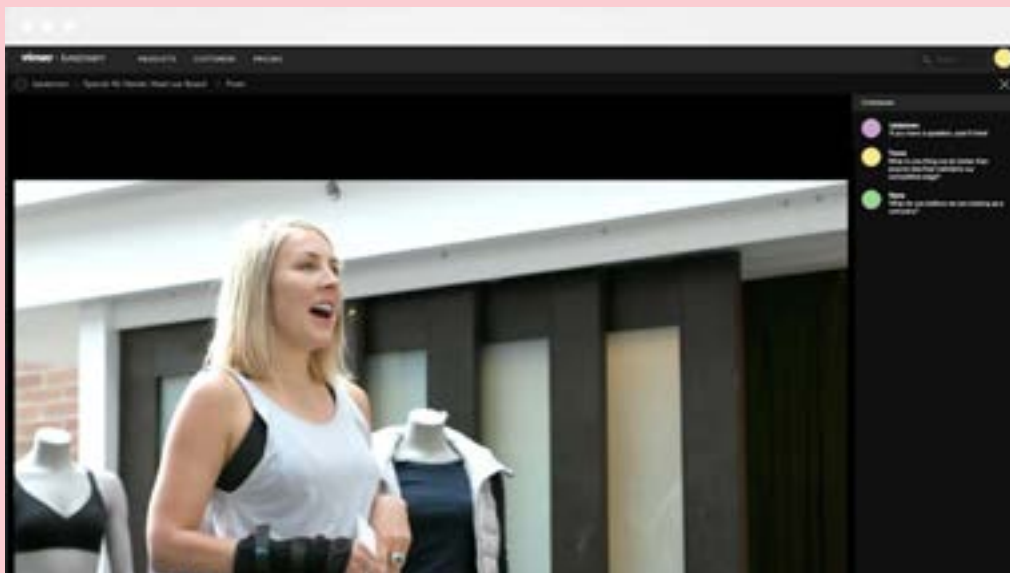
Strategy and metrics

Used for: town halls, fireside chats

Total live streams: 60+

Total live stream views: 18,926

Minutes watched: 477,271



Exceptional, engaging town halls — and then some

What started as live streamed monthly updates has grown into bigger, better, and more engaged town halls — now held quarterly. And Plaskacz and her team are seeing results: One of Lululemon's recent town hall meetings garnered over 2,000 views, with an average watch time of almost an hour.

In fact, their town halls have been so successful, the internal comms team is expanding their live streaming strategy to include even more events, like executive spotlights, sessions on social impact, and time-sensitive, company-wide announcements.

"Vimeo is key to ensuring we have an inclusive offering [of live events]," Plaskacz says.

Since partnering with Vimeo in 2016, Lululemon has produced almost 60 events with upwards of 28,000 views. Vimeo's professional, no-fail productions enable the Lululemon team to create connections with employees in new and innovative ways.

Using live video to create better corporate trainings: Axalta Coating System

A leader in industrial coatings since 1866, Axalta Coating Systems now serves painters in 130 countries with more than 100,000 customers worldwide. With the corporate value "We innovate with purpose" leading its long-term success, the Axalta team needed modern, reliable technology to make their trainings even more accessible to their growing global workforce.

"Our company had been training people the same way for more than 10 years in the traditional classroom setting," says Steve Hamaday, Virtual Training Manager at Axalta Coating Systems. "We wanted to expand out of the classroom because of the physical limitations with our paint booths."

Expand, they did: enter [Axalta Learning Campus](#), a comprehensive virtual training system that certifies thousands of painters and employees every year. Using Vimeo's enterprise solutions, Axalta conducts live trainings to educate and engage viewers at a time and place that's convenient for them.



Industry: Coatings

Headquarters: Philadelphia, PA

Employees: 12,600

NASDAQ: AXTA

Strategy and metrics

Used for: live virtual trainings, town halls

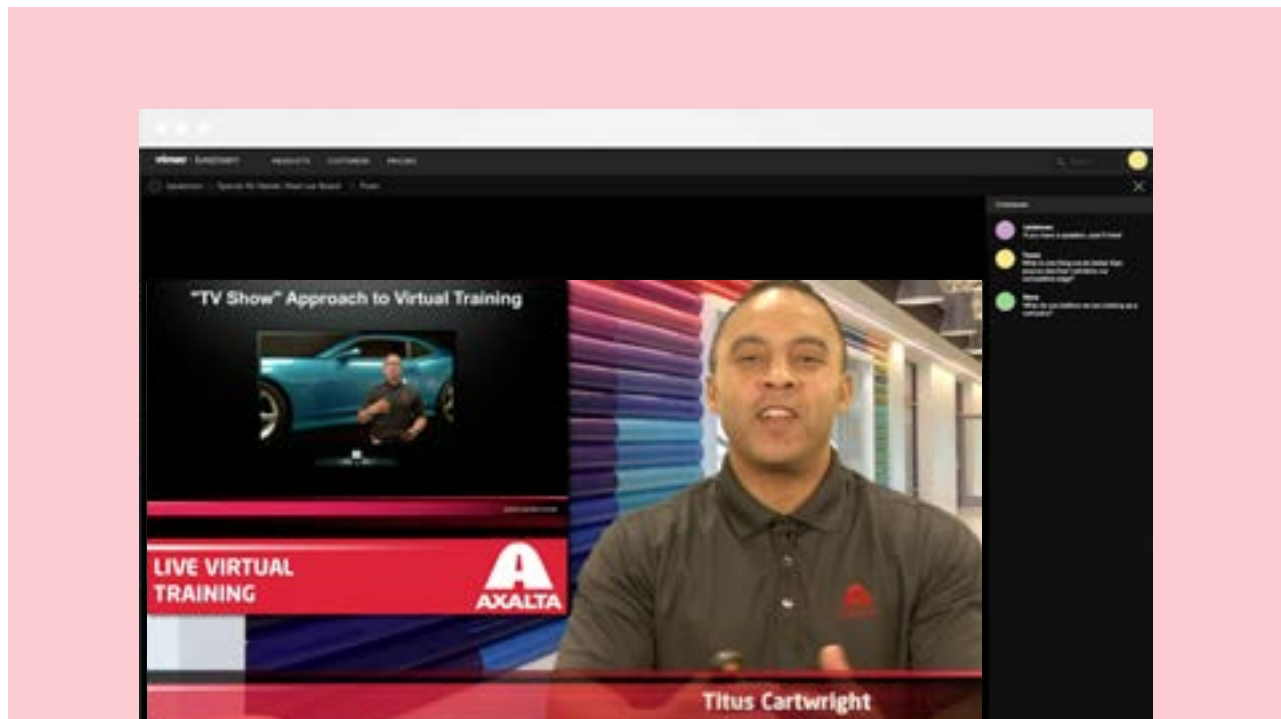
Total live streams: 46

Total live stream views: 4,459

Minutes watched: 143,918

“Instead of traveling to our training centers, we now have an option for them that allows them to get trained at their own location,” says Hamaday.

Beyond a convenience factor, Axalta's live videos make for engaging learning material, too — far more than a traditional webinar or video conferencing platform. “Our audience is painters out in a body shop, so they may not be used to more corporate webinars that many of us are used to, Hamaday says. “We wanted to find something that worked for them.” As a result, Axalta implemented a “TV approach” to their instructional live streams, where they blend traditional presentation materials and videos from an anchor desk setup.



“Something most people do after work is go home and watch TV, so we wanted to bring that approach to the training classroom,” he says. “It makes for an entertaining experience that you could equate to watching the news or sports.” Going a step further, the Axalta team builds in polling, live Q&A, and real-time feedback to their live streams, further fostering a sense of inclusion among their virtual participants.

“Live virtual trainings made sense for us as a company, and it made sense for our users, as well. We want to deliver the right kind of training to them, and deliver it in the right way.”

Steve Hamaday

Virtual Training Manager at Axalta Coating Systems

How Deloitte Global scaled live streaming to become a new norm for its global workforce

Managing internal communications for nearly 300,000 employees in 150 countries is no small feat. The multimedia team at Deloitte Global, the largest professional services network in the world, needed a live streaming platform that would enable them to communicate with their vast global network seamlessly — not just for big quarterly events, but to establish a norm of live video as a communication tool for internal summits, fireside chats, and more.

“Live video is becoming a necessity for companies,” says Michael Weinstein, Video Studio Lead at Deloitte Global. “It’s the best way to get your point across to as many people as possible.”

After facing challenges with other solutions that capped the number of attendees or provided spotty reliability, Weinstein and his team began looking for a new service that was scalable, reliable, and could reach their global market. Vimeo’s enterprise solution ticked all those boxes, and then some — within their first year partnering with Vimeo, Deloitte Global has accrued over 264,839 minutes of watch time for their live streams.

“It’s been easy to get started and integrate with the equipment that we already have,” says David Haug, Senior Video Producer, who found Vimeo’s enterprise solution easy to implement for non-technical people, too. “It’s plug and play: install the software, open it up, and get started streaming.”

Attracting a global audience during Creative Week

One of Deloitte Global’s higher stakes events was their internal Creative Week, which involved three consecutive days of live streaming across their international offices, including regions like the Americas, EMEA, and Asia-Pacific. The event required near-flawless execution, with Deloitte Global’s team juggling sessions starting (and ending) at all hours. Vimeo held up the whole way through. “We were able to scale, and we didn’t have a cap on the number of people that could join the live events,” says Haug, noting a blocker they faced with other solutions.

What’s more, the multimedia team saw engagement from employees in regions they were not expecting. “We were hosting a session in New York, and we had people using the [chat feature](#) from all over the world, in different time zones,” says Haug, indicating that the content was interesting enough to keep people watching either very late or early in the day.

Deloitte.

Industry: Professional services

Headquarters: London, U.K.

Employees: 286,000

Strategy and metrics

Used for: All-hands meetings, executive leadership communications, internal creative summits

Total live streams: 13

Total live stream views: 10,624

Minutes watched: 264,839

Overall, Weinstein says that Vimeo's ease of use has been integral to their progress with live streaming for internal communications. The platform itself has a low learning curve, and their team feels in the know and well-educated on any new software updates. "The support has been top-notch," he says.

“The advice I’d give to internal communications professionals considering live streaming is to just go for it. It’s not nearly as hard as it used to be, and Vimeo’s enterprise solution is a really simple platform.”

Michael Weinstein
Video Studio Lead at Deloitte Global

Vimeo Can Help*

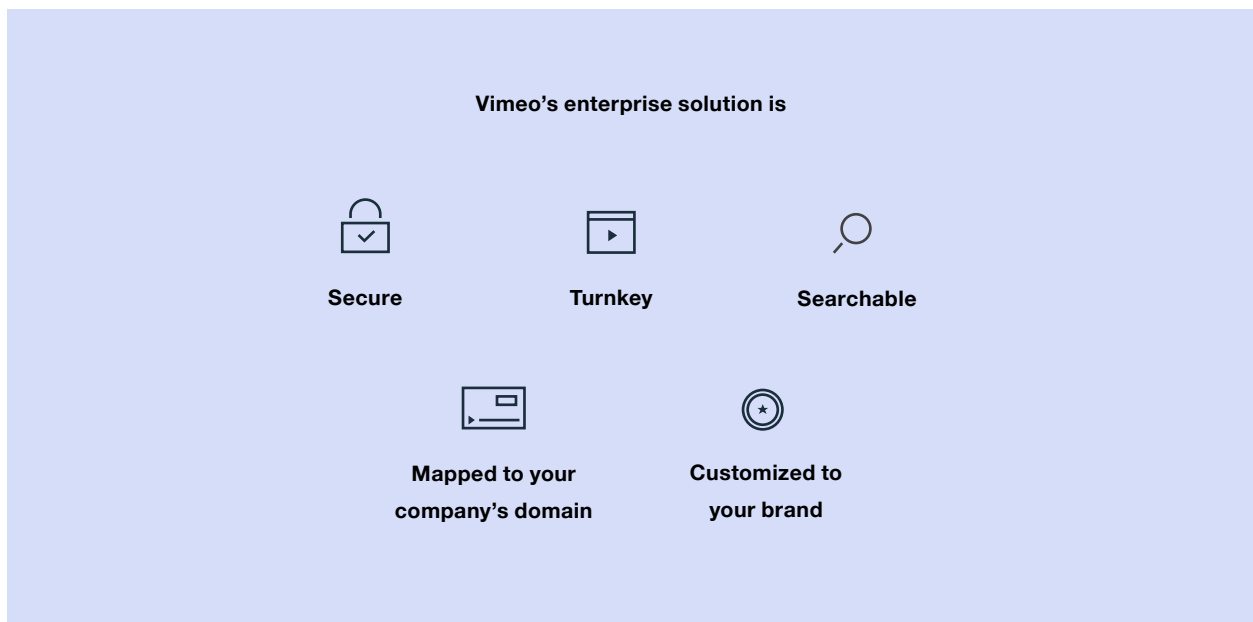
*with all of your company's big moments

Vimeo's enterprise solution offers plenty of ways to support companies of all sizes better reach and connect with their employees.

Keep your content on lock and on-demand

Companies trust Vimeo to handle their confidential communications, and it's something we take seriously. That's why we offer seamless and secure authorization features like single sign-on to get your team online and up to speed in no time.

You can even create private Showcase pages to host and organize your content, making your internal streams available on-demand in a secure video gallery. There's no better way to accommodate your global workforce and its many time zones.



Really, really reliable

A critical detail of any successful live stream is how smoothly it delivers content to your viewers. Spotty live streams are a surefire way to see a rapid drop-off in viewership: one survey found that more than half of viewers would [abandon a poor-quality stream](#) in 90 seconds or less.

Don't let blips and glitches from subpar solutions ruin your meeting. Vimeo boasts a 99.9% uptime, and we hold our promise to you with an SLA, too. Reliable and scalable video delivery ensures that your broadcast

looks and sounds amazing — whether you're inside of the office, at satellite offices all over the world, or on the go. A dedicated support team has your back and ensures your questions are answered when you need them, 365 days a year.

“Vimeo's enterprise solution makes my job easy because it's a super intuitive interface. They have the most rock solid backend platform. In case there are any issues, they're immediately there to help you troubleshoot.”

Chris Packard

Streaming Producer at LinkedIn

eCDN: Stable streams that save money

In a similar vein, your IT team may need an eCDN to ensure a stable stream. eCDN stands for an **E**nterprise **C**ontent **D**elivery **N**etwork which, yes, is a mouthful, but also a critical part of ensuring a flawless, broadcast-quality live video message without clogging your network bandwidth.

When a large number of concurrent viewers in one area watch the same content — like a live stream — your corporate network can hit a bottleneck. After all, most corporate networks weren't built to withstand every employee watching the same live stream at the same time.

Vimeo offers custom eCDN solutions to minimize the stress on your corporate network by reducing the amount of bandwidth needed from the external server, and instead uses the bandwidth inside the company. Not to get too technical, our eCDN solution will redistribute the requests to devices within the LAN, improving stream quality and reducing the bandwidth load on a company's internal network.

Using an eCDN means high quality, high res streams, with no rebuffering or compromising business functions, all while reducing network and bandwidth costs. Who knew something with such an unassuming name could do so much?

Production services: Let us do the heavy lifting

Sometimes companies prefer to have the confidence and peace of mind knowing their live event is in the hands of a professional services team. Vimeo has a fully staffed production services team to help make your live stream a success. Since 2012, our team has handled streaming services for over 1,000 events.

To best accommodate the unique needs of your business, we offer several types of trainings and services, including:

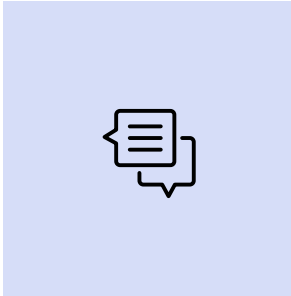
- **Training:** a hands-on training session that is tailored to your needs.
- **On-site support:** a hands-off experience, where our producer provides expert guidance before and during the customer's live event.
- **Switch and encode:** our producer prepares to stream the live event, including bringing primary and backup encoders on-site.
- **1-, 2-, or 3-cam productions:** we up the ante on our switch and encode package and add one, two, or three camera(s) and camera operator(s).
- **Full production:** the whole shebang — a live production using 4+ cameras, and requires the support of a third-party vendor that can provide an upgraded switcher and video engineers.



Want to know more about Vimeo's production services? [Click here.](#)

Tools of engagement

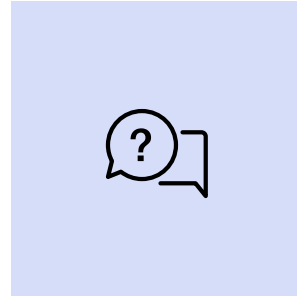
It bears repeating: engagement is essential for every employee (the alliteration really drives it home, don't you think?). Vimeo's enterprise solution offers several ways to give your employees a platform to ask questions, share their thoughts, and encourage discussion.



Live chat



Real-time polling



Anonymous Q&A

What's more, our analytics give you the tools you need to dive deeper into your event data. Scope out how many people watched live or tuned in on-demand, where they're tuning in from (perfect to track engagement from satellite/branch offices or remote teams), what device they're watching on, and more.

"Live video is the best option for making people feel like they're in the know in an increasingly digital world. It's important to maintain that sense of connection as we grow, because it's so foundational to who we are."

Audrey Plaskacz

Global Director, Internal Communications at Lululemon

Ready to try it yourself?

Vimeo has a variety of solutions and features to meet your needs. Get in touch with a member of our team today to improve your internal communications, increase employee engagement, and boost productivity today.



[Contact our sales team](#)



[Learn more](#)

If a phone chat is more your speed, you can speak with one of our friendly humans on

1-877-977-8732

About Vimeo

Vimeo empowers more than 90 million video creators of all kinds to connect with their audiences and communities. We provide professional software, tools and technology for organizations to host, distribute, live stream, and monetize their videos. Our end-to-end live streaming solution offers organizations everything they need to share events live, online or privately, including software, hardware, production services, and best-in-class support. Headquartered in New York City and with offices around the world, Vimeo is an operating business of IAC (NASDAQ: IAC). Learn more at www.vimeo.com.