



Rich Media Case Study #6

The Corporate Realty, Design & Management Institute (Institute) located in Portland, Oregon is an education provider focused on high-performance building. In 2006, they conducted seminars in 20 major US and Canadian cities and tapped in to the collective expertise of more than 56 speakers. In November 2006, the U.S. Green Building Council selected the Institute as one of 10 organizations to participate in its Education Providers Program disseminating authoritative green building information nationwide.

FACTS-AT-A-GLANCE

Challenges

- Tapping in to new markets hungry for green building information
- Reducing moderator travel time and facility costs
- Building the company brand as a trusted education provider

Solutions

- Offer an engaging, rich-media format that enables time-constricted professionals the opportunity to participate
- Develop a pre-recorded webinar delivered to the desktop, with no travel required
- Offer education programs in new and varied ways to meet changing audience needs

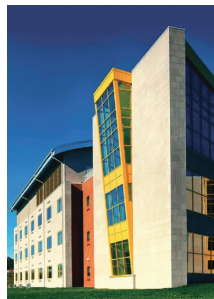
Benefits

- Delivers relevant content to over 900 attendees
- Eliminates moderator travel and facility overhead costs
- Increases market for future programming – 84% of viewers rated the webinar as excellent or very good

The Story

When the Corporate Realty, Design & Management Institute wanted to develop a new presentation model for its highly acclaimed live seminars, it turned to Platinum Development to manage the process. In less than one month, Platinum helped the Institute design, produce, and broadcast a 90-minute webinar distilling the Institute's top-rated educational programs on high performance buildings.

The rich-media format of webinars taps the pool of building professionals seeking answers to green building questions though unable or unwilling—due to cost or time limitations—to attend live seminars. From the simplicity of their desks, these professionals were able



to answer the two basic questions on everybody's mind: "Does Green Cost More?" and "Are Green Buildings Worth More Money?"

Alan Whitson, President (right) and Glenn Fischer, Executive Vice President (left), Corporate Realty, Design & Management Institute

The Challenges

The Institute's president and primary speaker, Alan Whitson, was an expert at presenting live seminars around the country, but had little experience producing rich-media events. Speaking styles, presentation timing, and formats are much different with this new medium. In addition, technology choices including carrier formats, synchronous versus asynchronous, and client (browser) compatibility all complicated the prospect of having the Institute produce the event itself.

Further adding to the challenge was an accelerated schedule. A large manufacturer offered to sponsor the webinar provided it could be produced and broadcast before the end of the fiscal/calendar year. Given the approaching holidays, the challenges were almost insurmountable.





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The Solution

Developed a 90-minute sponsored webinar synthesizing three highly acclaimed live seminars. Fee-based webinar available for on-demand viewing from client website.

Turning Green into Gold

Platinum Development worked collaboratively with the Institute on an accelerated schedule to produce the Turning Green into Gold® webinar. The webinar is a condensed program in rich-media format of three top-rated education programs on high-performance buildings presented live in 20 US and Canadian cities during 2006. The 90-minute webinar showcases the practical insights offered by 56 of North America's top practitioners in green design, construction, and operations who served as panelists at live seminars.

Over 900 guests registered for the webinar, with 270 providing interactive feedback on both the subject matter and presenter. Approximately 84 percent of the viewers rated the webinar as excellent or very good. Some of the comments included:

- 'Great speaker, financial breakdown was wonderful'
- 'Jam packed full of excellent metrics'
- 'Thorough, organized and ended on time'
- 'Content rich - this was a lot more informative than most webinars I attend'

Fee-Based On-Demand Viewing

Through an arrangement with the web carrier, Platinum Development arranged for Turning Green into Gold to be available for on-demand viewing. Accessed via the Institute's website, viewers can pay \$79 to access the pre-recorded webinar. With no additional costs to the Institute, on-demand viewing provides a supplemental revenue stream well into the future. The Institute also elected to donate a portion of the fee to the viewer's local green building chapter, further building the Institute's brand of dedication to the subject matter.

New Rich-Media Format

The Institute is a recognized authority giving live seminars on high-performance buildings. By using a rich media format like webinars, the Institute is able to tap an audience segment unable or unwilling to attend a live event. Another communication resource has been added to help the Institute meet the education and training needs of its audience.

"The production timetable for the Turning Green into Gold® webinar was beyond extraordinarily tight. It bordered on unreasonable. Debbie Picard wasn't fazed. She overcame every obstacle and delivered what we needed on time. The net result was a first class production that received exceptionally positive feedback from viewers throughout North America."

-Glenn Fischer,

*Executive Vice President
Corporate Realty,
Design & Management Institute*

About Platinum Development

Platinum Development provides a series of web-based services designed to accelerate your sales and business growth through the use of on-demand rich media production, testing and certification and web response management tools. Our rich media platform encourages your target audience to explore and interact with your online content in a customized and experiential manner – delivering a lasting impression to the viewer.

For more information about Platinum Development Company, please visit:
www.platinum-development.net



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