

Case Study – Jefferies International (Live & On-demand Webcasting)

Jefferies International – The Challenge

Jefferies AVT provided webcasting for Jefferies International last year and were asked to do so again after extremely positive feedback. Their Internal Town Hall Meeting was webcast live from European HQ in London to 30 locations globally, with over 2,000 people accessing the live broadcast.

Jefferies is an independent, full-service securities & investment banking firm serving companies and their investors globally.

They needed to provide a professional and engaging live stream and also an on-demand webcast service to staff, stakeholders and investors. The importance of this internal communication was conveyed to AVT.

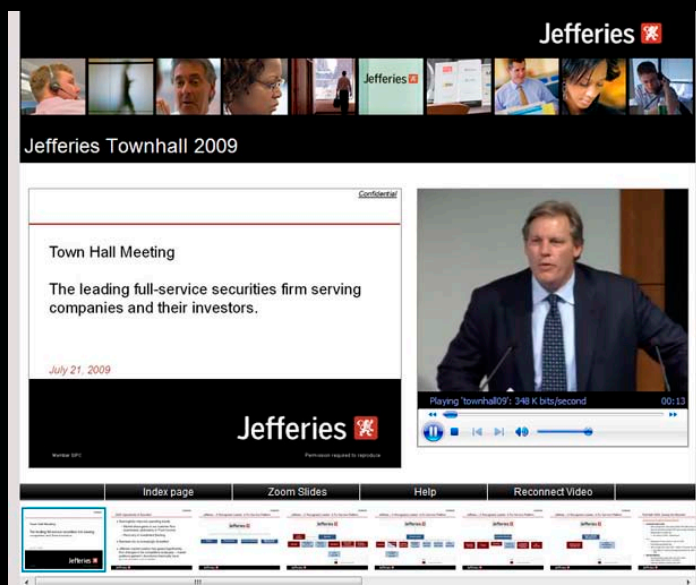
AVT Connect – The Solution

Our digital team used Windows Media technology that leveraged Jefferies' existing enterprise setup and network technology.

This project involved a significant element of consultancy, something which enabled AVT's digital communicators to really explore how best to exceed client objectives.

To ensure the look and feel of the presentation fitted with the desired corporate identity and message, the production team worked closely with their relevant contacts at Jeffries. Given the often sensitive nature of these communications, AVT ensured that only the right people were granted access.

There are a number of ways that such control can be facilitated and this was discussed immediately to ensure that scalability and



flexibility were considered from the outset.

The personal nature of this type of address and the many time zones that were being crossed meant it was vital that AVT delivered a solution that engaged everyone, bringing the whole of the company together.

To this end, the Town Hall Meeting was viewed on large screens at each location in Jefferies' meeting rooms, meaning that where possible staff could watch the address as a group, continuing the theme of togetherness and receiving information at the same.

As the webcast was also made available 'on-demand' this meant those unable to view the live broadcast could watch at a time that was convenient.

The Results

As well as consultancy, project management, onsite crew & equipment and post production, our team provided:

- Network topology review
- Setup test source on Windows Media Server
- Testing deployment locally
- Sample test remotely (calling people around network)
- Debugging any problems

This live and on-demand project was judged to be a resounding success following the amount of staff who viewed together on the screens.

Significantly, the analytics also showed a big uptake for those visiting on-demand. This included those unable to attend and those revisiting the information.