

## CASE STUDY

## OUR CUSTOMER

## IoD London

The Institute of Directors (IoD) is the business organisation for company directors, senior business leaders and entrepreneurs. It is also the UK's longest running organisation for professional leaders, having been founded in 1903 and **incorporated by Royal Charter in 1906.**

The IoD currently has over 30,000 members representing companies of all sizes and from all industries. Around 70% work for small and medium-sized enterprises and are typically in senior management and boardroom-level positions. From entrepreneurs to CEOs, directors to decision makers, the IoD represents every region and every business sector in the UK.

## Cost and time prohibitive

Each year, the IoD London runs multiple events every month in a variety of venues across London, IoD events are specifically designed around providing meaningful networking opportunities and enhancing knowledge on key business topics.

The number of top-quality events organised and hosted by the **Institute of Directors annually** is impressive. And, while the IoD London understands the benefits of video marketing, it is often cost and time prohibitive to dispatch film crews to capture video at various venues across the capital.



Shoutout is much cheaper and faster than traditional video production, and this has enabled event video to be a reality for us for the majority of our events, even the smaller ones.



- David Stringer-Lamarre, Chairman, IoD London Region

## RESULTS

The ultra-lightweight, no-special-equipment-required video capture model of Shoutout allowed IoD London to simultaneously increase the ROI of events by adding video testimonials as a measurable outcome, while decreasing the overall cost of video production.

Unlike managing a traditional film crew in a crowded event space, Shoutout video collection was easy to set up, discrete and **unobtrusive** to members, which allowed them to be more at ease and authentic in the resulting testimonial videos.

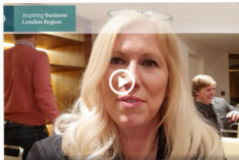
Shoutouts gathered at the event were co-branded in order to leverage sponsor branding and increase sponsor exposure, both of which were realised during the event through the immediacy of the tool's embedded social sharing functions.

## SHOUTOUT SOLUTION

The Institute of Directors London piloted Shoutout. Their goal was to capture 'in the moment' sound bites from delegates sharing what they found valuable about the event and also highlight videos incorporating multiple participants and establishing shots of their events.



We are  
dynamic.  
We are  
driven.



Inspiring Business  
London Region