



innerviews

TALK ABOUT GREAT CAREERS

Imagine a point where candidates and corporate culture intersect. Where those on the outside get an inside look at all that your company has to offer. Today's affordable options of digital content delivery—things like audio podcasts and video streaming on the Web—make audio and video messaging an essential component of your employment marketing mix. Alstin Communication's exclusive **innerviews** solution makes it easy and affordable to add multimedia to your message. From script ideas and production to final editing and content delivery options, **innerviews** gives you an essential tool to introduce your organization's true "self" to a world of curious potential applicants.

Whether you're interested in podcasts: simple audio files that can be listened to online or downloaded to a computer or iPod, or videos: moving (and telling) glimpses of your people, places, positions or progress—or both—**innerviews** helps you reach a whole wired-world of potential candidates with robust and engaging multimedia content for a variety of applications. Audio/podcasts and videos can be placed on your Career site, postings, flashdrives, microsites, embedded within emails, and for presentations to a variety of audiences. Other strategic uses include:

- Video for 360-degree marketing (ie: Linked In, YouTube, MySpace, Facebook, niche sites, or your own Career site)
- Podcasts of employees talking about their jobs in real-world terms
- Video tours that market your location or its amenities (employee café, fitness facility, open space, on-site day care center, technological points of pride)
- Q&A sessions with employees or interns
- An introduction to Employee Orientation or Training presentations
- Let your employees be directors-for-a-day—showing prospective candidates your culture from the inside out in their own words

To learn more about our surprisingly affordable, yet highly effective **innerviews** packages, contact Alstin Communications at powerofdone@alstin.com



it's who you know

Alstin partners with
Peter Kuhn Creative Visuals



Peter Kuhn knows that when it comes to "selling" career opportunities and employers, it's less about scripting and more about insightful interviews. Knowing the right people to talk to, the line of questions that will generate the most telling answers, and editing it all in a way that's as engaging as it is informative is what Pete and his team do best. That's why PKCV is Alstin's go-to partner for **innerviews**.

AC: *What's the key to all the great new media development you've done?*

PK: We pre-interview. There are preconceived notions about any job in any industry, and breaking stereotypes requires talking to a lot of people before we even get started filming or recording. On a typical shoot, we might interview two or three dozen people, but it's quite possible only half will make the final cut. We choose the interviews with the answers that have the most heart.

AC: *How does brainstorming for a script begin?*

PK: Once the project is greenlighted, we sit down with the client and really get to understand them, their environment and their opportunities. By getting to know them and getting familiar with what they do and where they do it, we determine what they want to highlight and what we want to show. From presidents of Fortune 500 companies to somebody just starting out on the job, everyone has a story to tell and if you listen to them, there's a real strong chance you're going to learn something.

AC: *Which of your services are you seeing the most demand for right now?*

PK: The market is definitely trending toward online. The old web video/camcorder standard has changed. The web is a viable channel of distribution and right now, it's about where it's going, taking viral and the web more seriously from a business standpoint, and putting a quality product out there. Videos on homepages, personalized messages, what's new and great—we're seeing a lot of that now. What's going to make a better impression: something flat and static, or a face-to-face, personalized glimpse that candidates check out from the comfort of wherever they are?

AC: *What excites you most about what's going on with the web?*

PK: It's the growth potential and the unbelievable traffic flow you can get with something when you take it viral. We have a project right now with a big name company - a training video. How many people line up to see a training video? We built a trailer for it, put it up on YouTube, and emailed it out to certain people in their industry—the increased traffic on the client's sites was completely unpredictable. Usually, people gloss over training and personnel pieces, but the client has people calling their rep and saying, "We've got to get a copy of this training video." And the thing wasn't even done yet!