

Capability Statement: Training Video

Jungle Media was founded in 1996 exclusively for the production of professional video content. Half of all the content we have produced has been for customer or employee training.

The most frequent comment we receive from our customer base is that we know how to take complex tasks, break them down into easily digestible segments and present them in a clear and effective manner. Often, during the course of the project, we get to know the material better than the customers themselves.

What you can count on when working with Jungle Media, is that we are focused on the following tasks from beginning to end:

- Is the content accurate?
- Is the presentation concise?
- Does it educate the audience?
- Is the project cost effective?

Several reasons why you will appreciate working with us:

- We have the demonstrated ability to understand and absorb a training manual, a live presentation, or the knowledge that resides in the mind of an individual or group of individuals. We then build an outline and capture or create the visual elements necessary to convey that knowledge in video.
- On many occasions, we have successfully produced training video content in situations where instructions did not exist. We began by observing the process and asking questions about what a targeted audience needed to know. We then built the script, edited the footage, added graphics and titles, and delivered a complete program to the customer.
- We are thorough. It is not uncommon for us to find inconsistencies or errors in pre-existing training materials. We do not produce video content without understanding it. By hiring us, you not only receive completed training video content, you also verify and refine your training process.
- The GSA customer can safely assume that there is no task too complex or too convoluted for Jungle Media to handle. The engineering background of owner Brian Groves is a valuable asset for the observation, design, and planning of an effective training presentation.

To view some examples, visit our training video samples page at:

<http://www.junglemedia.com/training-video-samples>

Capability Statement: Marketing Video

Jungle Media was founded in 1996 exclusively for the production of professional video content. Half of all the content we have produced has been for marketing & communications.

Most marketing and communication programs include the need for recording the performance of people on-camera or on-microphone. In some cases, these people may be professional actors or voice over artists. In other cases, they may be “real” people conveying a story, a testimony or a point of view. While it is important to have a good script, interesting B-roll and well-designed graphics, a project will quickly fall apart if the people to be captured do not perform well.

Most people are NOT inherently comfortable or effective on-camera. Even the performance of professional talent can vary significantly based on the direction provided.

Jungle Media has been helping everyday people and professional talent look and sound great on camera for over 18 years. What is the secret?

- Relieving the pressure on the speaker to “get it right”, “look a certain way”, or “remember everything they need to say”. We have a conversation with the speaker. We remember things for them. We help them find the words they are looking for. We make suggestions. We get involved in their material. It is OUR job to do the hard work of capturing the words needed. Their job is to relax and let us guide them through the process.
- Thinking on our feet and listening for the clarity they are striving to convey. Steering the tone of their conversation to achieve the most convincing message. As a result of our coaching, the final presentation is much cleaner and direct than when the speaker begins.

There is no way to overstate the value of our experience in helping an individual communicate effectively on-camera. It is the single most important element in recording interviews, testimonies or presentations. Just because the camera, lighting and audio equipment are all working well, doesn't mean that the footage will meet expectations.

One of the most frequent comments that we receive from our customers, is that there was simply no way that they could have completed their speaking role in the video project without us. Not only do they end up happy with their performance, but have more clarity about the value of their subject content.

To view some examples: Visit our marketing video samples page at

<http://www.junglemedia.com/marketing-video-samples>