

Live Video Inspiration Guide: Town Halls & Company Communications



brandliveSM

Interested in live video for internal communications and community events?

You've come to the right place.

Skim the guide. Get inspired.

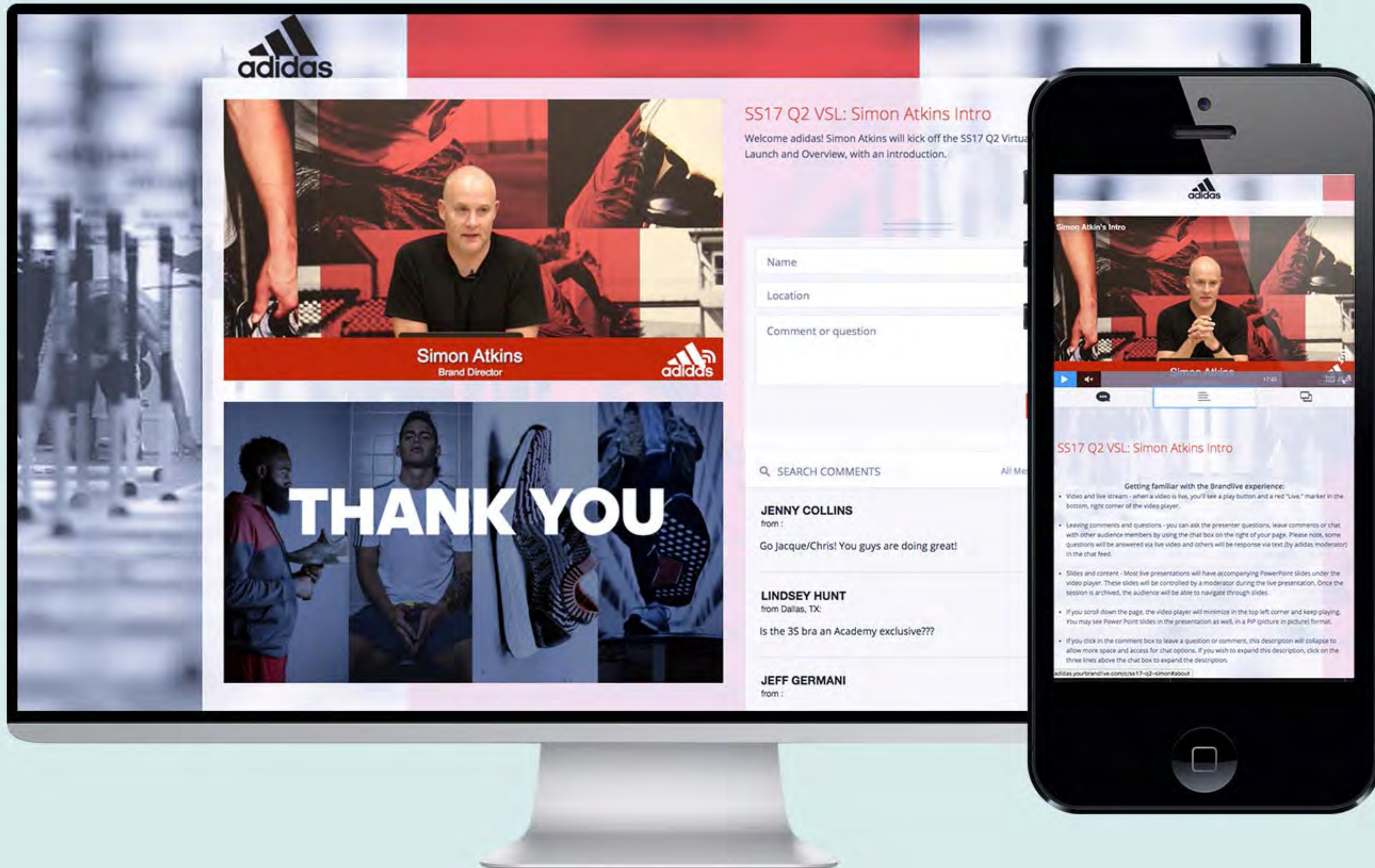
We'll help you with ideas when you're ready to get started.

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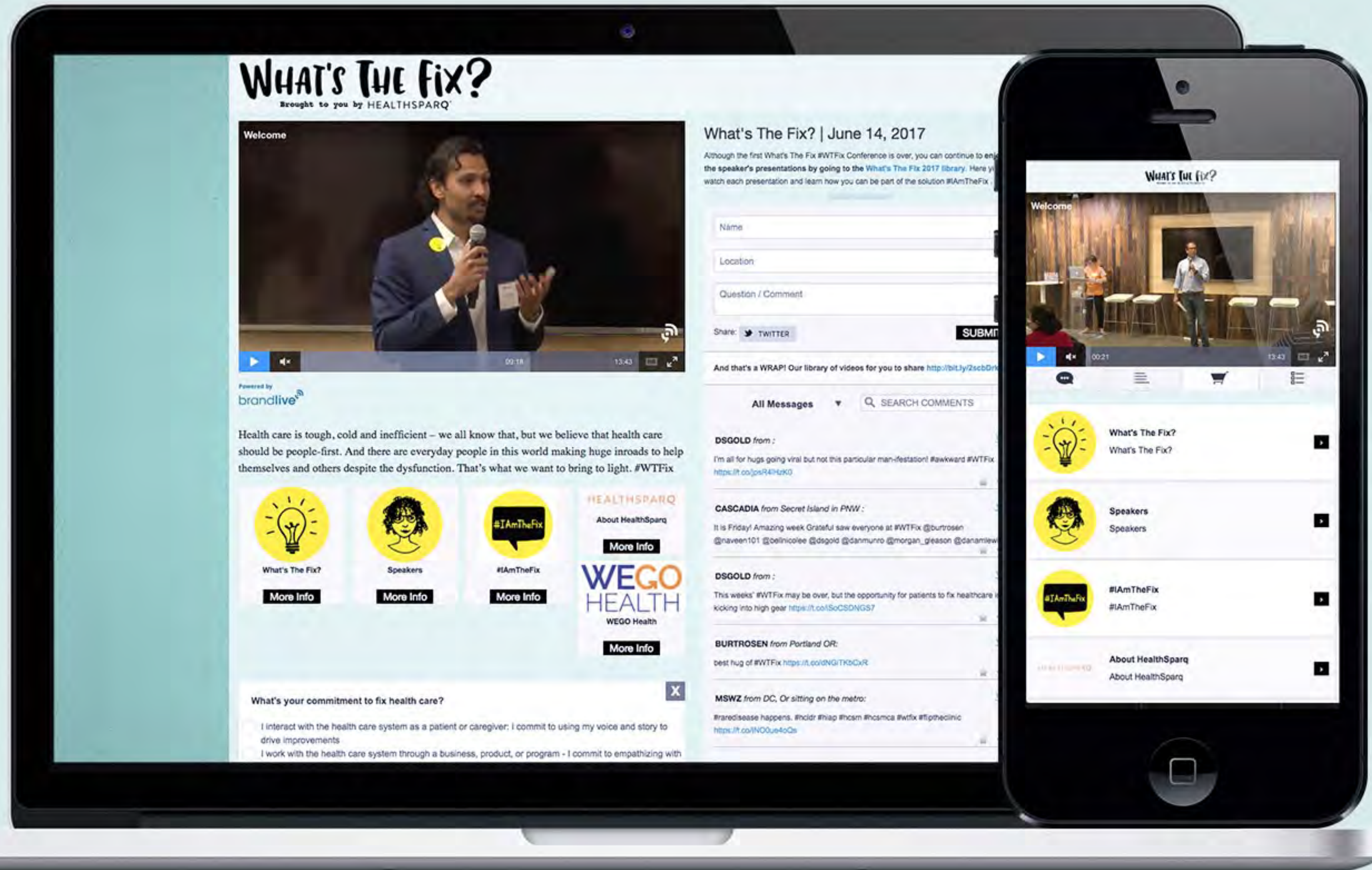
Align multiple teams around shared goals.

To kick off the new quarter, adidas' Brand Director Simon Atkins used live video to interact with the company's broad network of sales reps.



Build a community through real conversations about important issues.

Healthcare solutions organization HealthSparq hosted a live, international town hall focused on patient advocacy, featuring everyday people sharing their healthcare stories.



Host peer-to-peer leadership seminars.

Camber Outdoors holds annual, thought-leader keynotes exclusively for leaders in the active-outdoor industries, featuring talks by CEOs from the likes of Patagonia, CamelBak and REI.

The screenshot shows a website for Camber Outdoors. At the top left is the Camber Outdoors logo, and at the top right is the mybrandlive logo. The main content area is split into two columns. The left column features a video player titled "Camber Outdoors LIVE" showing a woman speaking at a podium. The right column has a heading "THOUGHT-LEADER KEYNOTE WITH ROSE MARCARIO" followed by a paragraph of text about her role at Patagonia. Below the text is a registration form with fields for Name, Location, and Question / Comment, and a SUBMIT button. At the bottom of the page, there is a link for "All Messages" and a search bar for "SEARCH COMMENTS".

Camber Outdoors LIVE

THOUGHT-LEADER KEYNOTE WITH ROSE MARCARIO

Join Rose Marcario, CEO and President of Patagonia, as she shares Patagonia's philosophy around how workplace culture drives inclusion and innovation. Since joining Patagonia as the CFO and COO in 2008 and assuming the CEO and President position in 2013, Rose has continued to evolve the iconic brand for greater impact, profitability, and social effect. Under Marcario's leadership, Patagonia is driving a national conversation around ROI for doing the "right" thing- from on-site childcare facilities to "don't buy our clothes."

SUBMIT

[All Messages](#)

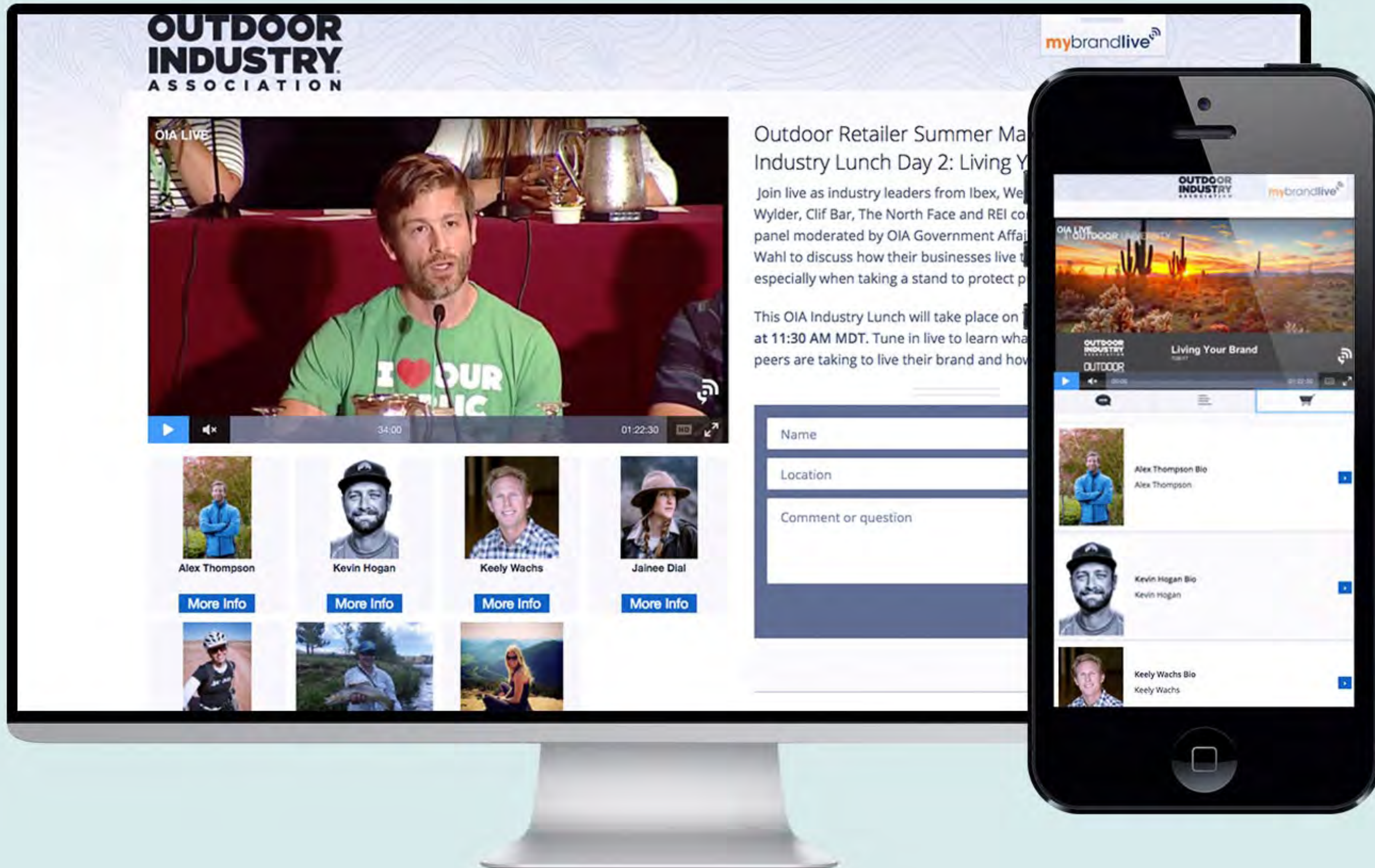
About Camber Outdoors Thought-Leader Keynotes:

Launched in 2012 and exclusive to Camber Outdoors, the Thought-Leader Keynote presentations are a unique platform for CEOs in the active-outdoor industries to engage a peer-to-peer dialogue that explores business sustainability and growth through leadership diversity and company culture.

In previous years, attendees have benefited from the insights of trailblazers such as former CamelBak CEO Sally McCoy, REI CEO and President Jerry Stritzke, Burton Snowboards CEO and Co-Founder Donna Carpenter, former Black Diamond CEO Peter Metcalf, and many more.

Promote conversation within your industry.

The Outdoor Industry Association hosts several live town halls at the Outdoor Retailer trade show, allowing remote industry enthusiasts to engage with their favorite brands.



Use live video to lend a voice to your vendors.

Specialty retailer Gander Outdoors went live to share the company's new vision with its vendors, encouraging feedback and ideas from participants.

GANDER OUTDOORS mybrandlive

quickfire LIVE

GANDER OUTDOORS

Gander Outdoors | Vendor Summit

Name

Location

Question / Comment

SUBMIT

All Messages SEARCH COMMENTS

ALLYCIN ABEL from Dallas, TX:
If we haven't heard from our buyers yet, when will we hear from them?

KATHY from Quickfire:
@Alycin Abel from Dallas, TX: if you haven't heard from them at this time, please reach out.

JULIE HENDRICKS from Racine, WI:
Where will this video be archived and how do we access it to share with others on our teams?

KATHY from Quickfire:
@Julie Hendricks from Racine, WI: It is available to you now!

EMILY RACH from WI:
Thank You!

OUR ADVENTURE STARTS TOGETHER

Highlight company goals.

Valspar, a global leader in the paint and coatings industry, holds departmental town halls so employees can understand the company's strategic direction and progress.



Thanks for downloading the Live Video Inspiration Guide for Town Halls & Company Communications!

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Your First Live Town Hall Event

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