

# TRANSFORMING AN INDUSTRY

## EXECUTIVE SUMMARY

In a world where anyone and everyone can have a broadcast platform simply by signing up for a social media account or starting a blog, true expertise has never been more valuable. Consequently, this commodity often comes with hefty price tags, scheduling difficulties, logistical nightmares, or all the above. Geniecast is an innovative and transformative communication solution that utilizes live, two-way interactive video to deliver educational, motivational, and inspirational content to a highly targeted audience easily and economically. Subject matter experts—otherwise known as Genies—develop customized web-based presentations that disseminate specific information to client audiences in a verifiable environment. Geniecast curates this content as well as extended learning solutions, engaging presentations large and small, and any facilitation or moderation as needed. Coupled with end-to-end production and service, Geniecast is blazing a trail no one has ever walked before. Nothing can totally replace the in-person conversation, meeting, or presentation. But Geniecast aspires to complement them by making engaging premium content and education accessible to everyone—regardless of budget or physical location.

Contact Geniecast at [info@Geniecast.com](mailto:info@Geniecast.com) and **877-774-3643**

## RIPE FOR DISRUPTION

Expertise has always been in high demand. From the mechanic running the garage down the street to the professor lecturing to a room full of future doctors, people want to know that the information or service they're receiving comes from a position of accuracy and authority—not just the output of an online search engine. But expertise doesn't come cheap, because becoming an expert at anything takes thousands of hours of learning and practice.

Motivational speakers, corporate trainers, and other subject matter experts spend a lot of time just getting from appearance to appearance—and their fees reflect it. Companies are adjusting to the modern version of the workplace, which increasingly includes people working from home or other offsite locations. And since everyone looks to technology for solutions that will make work and life easier, it only makes sense that technology would play the biggest role in revolutionizing the way premium content, education, and indeed expertise are delivered to audiences around the world.

## RECOGNIZING A NEED

Like most innovative companies, Geniecast was born because a problem arose that didn't seem to have any other solution. Founder and CEO Keith Alper was working within a global professional association to bring relevant and high-level content to chapter members. But after constantly running into budget issues, difficulties finding the right speakers, dealing with production and presentation issues, etc. he realized the opportunity: develop a solution to make it easier and more cost-efficient to access high-level expertise.

So, what were the options? Obviously, video is an easy guess; professional speakers rely on both the auditory and visual senses to present their content to audiences. Online video, webinars, and live streaming have been around for years. The technology of video media is always improving, but it can't really be considered innovative anymore. And an innovation was needed.

The key—and, thus, the innovation—was engagement.

Two-way video communication itself had been around for a while, too. But no one had succeeded in innovating a video communications platform based on two-way engagement between a presenter and an audience. No one had built a B2B or B2C model where anyone could have access to premium content and expertise regardless of physical location or budget. No one had given professional speakers, thought leaders, and subject matter experts an innovative way to expand their audiences and deliver more content without having to heap on a ton of additional time and travel.

No one had successfully executed on this idea before...until Geniecast did, that is.

## **BUILDING ON AN IDEA**

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In their first year, Geniecast created a marketplace with thousands of top subject matter experts from across the globe, and built a production platform to deliver that expertise to customers and clients. These experts—otherwise known as Genies—largely came from the professional speaking world at first; customer service expert Shep Hyken, diversity and inclusion authority Jessica Pettitt, and renowned change and leadership guru Simon T. Bailey are just a few of the top names who offered programs on Geniecast early on.

Since then, business and cultural icons like Apple cofounder Steve Wozniak; longtime director at Google Kim Scott; original Shark Tank star Kevin Harrington; Emmy award-winning writer and producer for The Simpsons Joel Cohen; former Netflix Chief Talent Officer and co-creator of the Netflix Culture Deck Patty McCord; and tech and innovation guru Vivek Wadhwa count themselves among the thousands of Genies with Geniecast storefronts.

But these professionals already had their own careers and brands built. What Geniecast offered Genies was the opportunity for additional income streams without trying to replace in-person speaking engagements. Genies determine their Geniecast fees based on what they feel their time and content is worth. And the technology allowed Genies to be able to conduct a Cast anywhere they had a microphone, a webcam, and an internet connection: their homes, a hotel room while on the road, or a quiet corner in a shared office space.

Because the content is the intellectual property of the Genies—they're the experts, after all—there are no limits to the subject matter offered. Diverse business and corporate segments like Sales, Marketing, Cybersecurity, and Human Resources as well as Leadership and Management are highly targeted by visitors to Geniecast.com. But Genies cover a lot of personal development areas as well, from general Inspiration and Motivation to more nuanced topics like navigating Social Media, promoting Health and Wellness, and cultivating Relationships and Parenting Skills.

For clients, Geniecast meant access to a large market of education, training, and expertise that may have otherwise been logistically impossible or cost prohibitive. Say your organization is stuck in a growth rut. Your people and products are great, but the corporate culture is stale and motivation is faltering. A metaphorical kick in the pants is needed to get everyone back on track; unfortunately, your company footprint covers several states...or maybe the entire Midwest...or perhaps another continent or two. The previous model left you with only a couple of unappealing choices: fly your entire team in for a session for which you also had to pay the presenter a seven-figure fee (or more), or acquire a software- or web-based presentation that you then send to your geographically dispersed team members with nothing more than the hope that they'll receive, understand, and apply the information without the need to ask questions.

With Geniecast, scheduling challenges are lessened by eliminating the need to coordinate travel and lodging. That helps keep costs down across the board, too. The content is the same, if not more interesting and innovative in its delivery. And because of the interactive nature of a Geniecast

presentation, the audience gets an opportunity to engage with a subject matter expert that they probably don't get in an auditorium or conference room full of people.

"The Geniecast model is perfect for managing a client's investment in communications," said Jim Gallagher, VP of Marketing Communications and Technology for Geniecast. "While not intended as a substitute to a large-scale business meeting, a Geniecast complements and supplements an overall messaging solution at a reasonable cost. Imagine that you need to connect a far-flung sales force – spread across multiple time zones, cultures, and languages – with a vital message that includes a verifiable learning and compliance component. Geniecast is your enterprise solution. It is the innovation that makes this possible."

## DEVELOPING SOLUTIONS

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To execute and deliver on this innovation, Geniecast leverages proprietary technology as well as third-party tools that keep their production and services teams in a position to maintain the highest level of excellence and success for each Cast. The live, interactive two-way video format promotes engagement on any level, be it one-to-one or one-to-many. Genies can utilize slides, photos, video, and more to enhance their presentations however they see fit. Question and answer sessions are actual face-to-face conversations that happen in real time.

Geniecast handles all the production for each Cast, from pre-Cast gear checks that ensure the highest level of quality to monitoring incoming chat questions and other in-Cast alerts. Other end-to-end production and services available from Geniecast include marketing support, registration management, live streaming, professional moderation, content distribution, learning management system integration, and much more.

Geniecast continues to build upon that original idea by developing new products and services every day, from creating bundled curricula that provide ongoing learning and development at the organizational and personal level to expanding audience engagement at conferences and meetings large and small.

"Geniecast is the most important development-slash-innovation in the meeting communication industry in the last twenty years," said Douglas Hall, Executive Vice President of Sales, Content, and Production for Geniecast. "We have absolutely exploded the idea of group communication by offering these customized, interactive expert-level enterprise learning and information solutions. What was just a concept barely more than a year ago has grown to include thousands of Genies, in a wide variety of fields, with hundreds of presentation subjects that can completely change the way that your organization gets the message out to your most important audiences."

## PROOF OF CONCEPT

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Geniecast has already delivered top-notch content, production, and services to a diverse set of clients spread across many industries:

- A St. Louis-based data hosting company craved a new approach for reaching out to one of their major software user groups spread across the Midwest. The challenge with physical, highly personalized outreach is that it's difficult to scale. Geniecast proposed a virtual panel discussion with users and experts from both the hosting and software companies. The result was robust, engaging conversation that led to more than 30 minutes of Q&A at the end and high praise for the format and production from both the panelists and the audience.
- One of the world's premier leadership organizations of chief executives has utilized Geniecast's services numerous times to enhance various membership events. When a keynote speaker for their largest conference fell through last minute, Virgin Group founder Sir Richard Branson spoke live to

members via a Geniecast-produced virtual videocast at the closing event. For a Chapter event in Victoria, BC, Geniecast presented an international panel of doctors to discuss current and future innovations in the medical space. And through Forumocity, Geniecast's forum facilitation program, certified facilitator Sue Hesse appeared virtually to manage a number of the organization's forum events.

- For a statewide small business forum, one relatively small Texas municipality sought a way to provide more useful, viable content to members of their small business community as well as shine a light on the city's robust and attractive business climate so it would stand out against larger players. Geniecast's platform and services allowed them to offer virtual seats to surrounding communities while being on standby in the event that the governor would choose to join in live. The increased engagement and participation by on-site and remote attendees was a first-of-its-kind innovative experience offered to any segment of the forum.

- An event management association wanted to bring in a collection of international speakers to present innovative, interactive content at the global exhibition within their largest annual conference. Realizing it would be difficult to fly in and house the number of experts they desired for the variety of topics they wanted to offer and still stay on schedule and within budget, they turned to Geniecast for a solution. Geniecast delivered virtually four speakers from international locations, providing a cutting edge, innovative international education program within time constraints and on budget.

- A global tech company needed an innovative way to engage their employees during their annual all hands call. They did not need an expert to present, but they did need an experienced team to execute the production. Geniecast set up a mini studio and produced the entire meeting; not only did they host the company's top executives for the presentation, but they also facilitated engagement between those executives and their employees that took the meeting to the next level.

## WHAT'S NEXT

The Geniecast motto is succinct: Anyone, Anywhere, Anytime. Their mission from day one has been to transform the way the world connects people, ideas, and inspiration. From individual programs developed to be relevant for a wide range of audiences to content customized to a particular client's needs, Geniecast has revolutionized virtual communication to be both interactive and engaging.

If you're looking for an innovative way to educate, engage, or otherwise develop your organization or group, contact Geniecast today at [info@Geniecast.com](mailto:info@Geniecast.com) and **877-774-3643** for more information.

## A CONVERSATION with KEITH ALPER



*Founder and CEO, Geniecast*

### **Q: Why Geniecast?**

A: After years developing and producing live meetings and events, we saw a real need for ongoing expert education and enterprise-wide communications through a customizable model.

### **Q: Who is a Genie?**

A: A Genie is, quite simply, the best in their field. Our team carefully selects subject matter experts who are also incredible communicators. Many Genies are accomplished authors and keynote speakers.

### **Q: Why not just bring everyone together for a meeting?**

A: Time and money. Nothing can beat the connections made when an enterprise comes together in one place at one time, but that takes months to plan and a significant investment. Geniecast allows our clients to quickly, efficiently, and economically reach their audience with important messages between their larger meetings. It's another arrow in the communication quiver.