

MPS & BBI International Limited

PROJECT OVERVIEW



CLIENT: Institute of Payroll Professionals (IPP)

AGENCY SERVICES: Online video

BRIEF

Alison Ward of IPP presented a series of training seminars which were recorded on 4 DVDs, each approximately one hour long. The requirement from the agency was to provide this information, which covered a range of important issues for payroll and HR personnel, in an appropriate form for the IPP website, while also creating a revenue stream for the Institute.

STRATEGY

It was decided to produce a series of short individual seminars from the original DVDs, splitting the subject matter so that it would match the average attention span for viewing online. For instance, one of the topics selected was "How to prepare a payroll operations manual". These short videos can be paid for online via credit card and downloaded for a rental period. Each video is accompanied by an introduction which can be viewed for free.

IMPLEMENTATION

The production programme involved:

- Conversion of DVD originals from NTSC format (USA) to PAL format (European)
- Identifying topics averaging 5-7 minutes presentation time (the longest is 9 minutes)
- Creating 44 flash video files from the 4 DVDs, which retain the integrity and quality of the original production while utilising the minimum of space on the server

The screenshot shows the IPP website's 'Payroll Webcast' section. The page features a navigation menu with categories like 'Membership', 'Training & Qualifications', 'Events', 'IPP Consult', 'Jobs in Payroll', 'Policy & Research', 'Media', and 'Members Login'. The main content area is titled 'Payroll Webcast' and includes a welcome message, a list of available webinars, and a 'Quick Bytes, News and Updates' sidebar. A video player is prominently displayed, showing a seminar titled 'What is Fraud?'. The sidebar lists various seminars and events, including 'Employee sickness self certification and SSP payments - an update for Employers' and '26th Annual Payroll Conference and Exhibition'.

RESULT

The training videos have been well received and have generated interest among members and the profession at large.