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Visual communication as a useful tool in promoting trade and investment opportunities in a country/a region

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Forrester Research says that 100 million Internet users watch a video online every day. A minute-long video's impact on the viewer is equal to 1.8 million words, or two copies of the Bible. According to Forbes, three out of four executives watch a work-related video at least once a week and almost 60% of senior executives would rather watch a video than read a text. Countries, regions and cities already use visual communications to promote their location and help attract trade and investment. Unfortunately, most often the films talk too much about how fabulous all the places are, how easy it is to do business there and we know from the news, for example, how corrupted the country is or how low it is ranked in the World Bank's Doing Business Report. We would like to showcase the successful "Why Emerging Europe" campaign, which has been awarded by the International Visual Communication Association Eventia. The visual communication project shows different aspects of doing business in Central and Eastern Europe on a daily basis. We try to find interesting trade and investment opportunities and show them to the public. We also talk to successful business people from outside the region who have already worked in CEE and grown their businesses significantly. We also ask the authorities what they have done to improve the countries' business environment. We try to do it in a concise way. The videos are usually a bit unexpected, funny or mysterious, for example, thanks to the locations we choose.

Biography

Andrew Wrobel is the Managing Director of Konceptia — an award-winning film studio and marketing agency based in London. He is a graduate of Film Directing, Public Relations and Journalism; the author of numerous reportages, documentaries and professional videos for television, organizations, institutions, companies and NGOs, former senior TV, radio and press journalist for economic shows in Polish Television (TVP), the Financial Times; a producer and script writer.

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