



(PRLEAP.COM) Los Angeles, CA, November 20, 2013 - MediaPlatform, a global business provider of webcasting software and enterprise video platforms, will host a webinar about video for corporate communications on Thursday, November 21, 2013 from 2:00pm-2:30pm ET / 11:00am-11:30am PT. Through the presentation, viewers will have the opportunity to learn the latest insights on a variety of subjects including: The current state of enterprise video The future of enterprise video in corporate communications Tips for selecting a video solution for your organization If an organization has a need for effective internal or external communications, video is the most efficient and compelling medium. More than 90 percent of companies that took part in a recent study on video for business reported increased productivity and lower overhead when leveraging live and on-demand streaming. Video collaboration helps promote employee engagement within the company by sharing knowledge and expertise, and can be used for small group meetings or for addressing a large corporate audience as a recent [MediaPlatform Infographic on video collaboration](#) demonstrates.

Video can help make communications a strategic element in your company, but failure to choose the right tools can put your enterprise at a competitive disadvantage. IT Analyst firm Forrester, which has seen an uptick in companies interested in engaging employees with video for corporate communications and training, reports that an August 2013 survey showed companies in the forefront of the enterprise video push are doing more than simply posting a few training videos to their intranet. Leaders in this area are also establishing platforms for live video distribution, executive communications, knowledge sharing and access on smartphones and tablets. If you would like to register for the webinar, please visit the following page: [Click here to register](#)

About MediaPlatform

MediaPlatform offers webcasting and media management technology to businesses and digital media producers across the globe. MediaPlatform's services help clients enhance presentations for lead generations, corporate communications and training. More companies are using video online technology because it is emerging as one of the most cost effective ways to engage customers and employees. The company has customers from a range of industries using webcasting software in the financial services, government, manufacturing, consulting, technology, telecommunications, medical and biotech industry. For more information on MediaPlatform's product and services, please visit their website at www.mediaplatform.com .