Video all the way

Andreas Hauke
Hauke Digital Productions, South Africa

Our society has changed. Studies show that the attention span of humans is decreasing as modern technology and especially online videos (such as YouTube) are increasing. The average person spends less than a minute on a website and to grab their attention you need to entertain them. Video is quickly becoming the preferred media and will improve your marketing in every sense of your business. In his presentation, the author will show how to produce a video with a large, small or non-existing budget and how to produce your own marketing clips for your website. His talk will cover all technical aspects to consider from pre- to post production, it will cover everything you need to know about YouTube vs. Vimeo, as well as easy ways to drive more traffic to your site. The keynote presentation focuses on the main elements of producing marketing videos for your business. The author will provide a guideline for producing highly effective promo clips to implement a marketing strategy with an emphasis on video. Predictions show that in 2017 90% of online traffic will be videos. The keynote ‘Video all the way’ will prepare the delegates to implement effective video marketing strategies using YouTube and other video sharing tools.

Managers’ performance evaluation using 360-degree feedback method (Case study: System group company)

M S Mina Aboufazeli¹ and Seyyed Ali Siadat²
¹Islamic Azad University, Iran
²University of Isfahan, Iran

Through the current research which aimed to evaluate the System Group Company’s managers’ performance by using 360 degree feedback method, some information have been gathered related to managers’ merit appraisal by using structured questionnaire (researcher-administered survey), from 3 points: self-assessment and evaluation of the managers under supervision of superior manager and evaluation of the superior managers. The stability of the questionnaire is 0.938 which was tested via The Cronbach’s (alpha) coefficient. The questionnaire includes 72 questions and has designed to assess 7 main merits of managers: communication, planning, organizing, controlling, leadership, decision making and team work. The statistical population consists of 75 managers, 44 people were selected by systematic (random) sampling method. The data was collected through, at least, 23 under supervision managers, 16 middle managers and 5 superior managers involve the manager (who is evaluating). Testing the hypothesis which included 1 main hypothesis and 8 sub-hypotheses was conducted by using One Way Anova and LSD technique and the following results, whether prove or reject the hypothesis, achieved. Main hypothesis was: “there is no significant differentiation among “the self-assessment results” and “superior managers-evaluation results” and “middle managers- evaluation results” and “under supervision managers- evaluation results” in System Group Company.” (The hypothesis rejected at 95% and 99% level of the significance. The results of hypothesis testing show that the managers of the System Group Company had significantly evaluated their merits; in the other word, there is no differentiation among the superior managers’ viewpoints and the middle managers’ viewpoints and under supervision managers’ viewpoints.

Notes: