



3D Communications Production Services



Experience The Win

When the stakes are high and the audience is tough – when the odds are against you and time is precious – when failure is not an option, you can't gamble.

Right *now*, you need some of the smartest, most experienced communications pros in the business.

3D Communications is a strategic communications training firm made up of award-winning journalists, producers, speakers, writers, marketers, and business and communications strategists.

We're professionals who will really *listen* to you, dig deep into your issues and analyze your situation – quickly, strategically and thoroughly.

Then, we'll work with you to take control – crafting dynamic messages you'll deliver coolly and confidently.

Because you've prepared and practiced with people who know how to win; straightforward people who don't pull punches – because the other guys sure won't!

Your success. That's our only mission.



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The 3D Production Process Cutting Edge Creative. On Time. On Target.

We've developed a process for producing videos and Webcasts that is organized, proven successful and tailored to your specific needs. It's built on three concepts – strategy, production and delivery.

The 3D Debrief

We strategize. Our work with you begins by researching your industry, issues, objectives and challenges. Then we ask exactly the right questions in order to:

- define your goals;
- analyze the audience;
- pinpoint the most effective approach to achieve your objectives and;
- draw up a timeline to keep the project on track.

Then, and only then, we're ready to start turning your goals into results.

3D Collaborative Content Development

We produce. Conceptualizing your production is just the beginning. Now we go to work to:

- cast the video or Webcast and coach participants to perform dynamically;
- write the Webcast and shoot the video;
- select music, graphics and other supporting materials and;
- weave it all together with network quality technology that makes it come to life.

It's a proven structure and process that works every time.

3D Show Time

We deliver. Work with 3D and there's one thing you *won't* get at Show Time – a surprise. Instead, you'll:

- receive a professional, polished video that achieves your objectives or;
- an engaging, compelling Webcast that keeps the audience in their seats and;
- a production that comes in on schedule and within budget.

The result: confident, credible, successful communications.



3D Communications Video Production Services **Take the Medium to the Maximum**

We know all about tough audiences. As television reporters and producers, our jobs depended on them. Cut the lights, roll the video and you've got 10 seconds max to rivet viewers – or lose them.

3D video productions rivet. And they're versatile. Let us show you how to turn your corporate message, important issue or new product or service into a video that engages your target audience and leaves them with a message they'll never forget.

Case Study: Procter & Gamble's PuR

Our client, Procter & Gamble Health Sciences Institute, was developing a technology called PuR Water Purifier for countries in the developing world. It could turn contaminated water into cleaner, safer drinking water.

P&G wanted the world to know that PuR worked. Our job was to produce a video that would capture their test market experience with the product.

3D producers flew to Guatemala, filmed families using PuR, and interviewed families and health experts about the difference it was making in their lives and in their country.

The result: The video was a smashing success.

As P&G researchers presented their science to important stakeholders, they showed the video to bring the Guatemalans real-life experience of PuR into the meeting room.

We then re-edited the 8-minute video into a minute and a half video news release, which was shown to reporters at a London news conference announcing the product.

“3D producers know how to tell a story. They are smart, creative and easy to work with. More importantly, they made the amazing potential of our new product for the developing world come alive for a diverse audience of important decision-makers.”

**Greg Allgood, Associate Director
Corporate Sustainability
Procter & Gamble**



3D Communications Video Production Services (continued) Case Study: American Occupational Therapy Association

Think Association videos are “boring”? Think again.

Our client, the American Occupational Therapy Association (AOTA) faced a crisis of awareness.

Despite their members’ important work, few people know what occupational therapy is, or what occupational therapists do.

AOTA’s National Conference loomed – and with it the urgent need to re-energize members and help the public appreciate how dramatically occupational therapy affects people’s lives.

3D’s job -- Grip, excite and motivate the 4,500 conference attendees to talk about occupational therapy in their schools, hospitals and communities. Dramatically demonstrate and celebrate occupational therapists’ life-changing work.

Since occupational therapy is hard to explain, we let the OT’s and their patients tell their own stories.

We coached them to be passionate, articulate and interesting. And we wove the words together with music and pictures into a dramatic, compelling and visually beautiful video.

The result: AOTA’s audience members interrupted the five-minute video three times with cheers and applause!

And most importantly AOTA and its members were now armed with a critical educational and marketing tool to show in their communities, to their Congressmen, and to important health care decision makers.

“The product was one of the most widely-accepted videos in the history of AOTA. It will anchor our awareness efforts well into the future and help occupational therapists across the country start the important dialogue about the value of our profession. The partnership with 3D was seamless. I don’t think it could have gone more smoothly.”

**Nancy Green, Executive Director
The Fund to Promote the Awareness
of Occupational Therapy**



3D Communications Video Production Services (continued) Case Study: US Department of Transportation VNR

You want TV coverage. It's great exposure, and can be key to launching your product or initiative. Enter the Video News Release (VNR) – the TV news version of the printed press release. Shoot footage. Record sound. Upload to satellite. And your VNR is instantly broadcast on TV stations in exactly the markets you need to hit.

Or is it? The fact is, TV stations want news, not commercials. VNRs are *supposed* to look like news, but they rarely do, which is why so many VNRs get ignored, instead of aired.

Recently the U.S. Department of Transportation, Federal Motor Carriers Safety Administration (FMCSA) asked 3D to produce a VNR on its new “hours of service” rules to combat truck driver fatigue.

FMCSA had a good news peg, but a challenging timeframe: they called us Christmas week for a VNR that had to be transmitted by satellite on December 31st.

As former TV news reporters, we can produce news reports, fast. And we approach VNRs as news reports.

We drove to a local truck stop and interviewed truckers, a state policeman and, of course, the FMCSA administrator.

We worked our news contacts to get dramatic video of highway truck accidents, shot by real news photographers. We wrote edgy, compelling copy; the kind TV news producers covet. We hired the PR team to pitch the story and coordinated the satellite feeds.

The result: The FMCSA video news release, and the accompanying radio news release that 3D produced, were seen and heard by millions of people. CNN, and TV stations in major markets like Los Angeles, Philadelphia and Washington, D.C., all used our video.

“We had a critically important safety message that had to get out to the trucking industry, truckers and the driving public. Because many stations replayed the story several times, we ended up reaching nearly 30 million people. We were thrilled.”

**Dave Longo, Public Affairs Specialist
Federal Motor Carrier Safety Administration
United States Department of Transportation**



3D Communications Webcast Production Using Breakthrough Technology to Reach Your Audience

Webcasting combines the immediacy of live television, the spontaneity and interactivity of talk radio, the breadth and depth of print media and the ability of direct mail to target specific audiences and measure results.

Our client, SurfControl, was poised to own a huge, untapped market.

The nation's healthcare industry was grappling with tough new HIPPA (Health Insurance Portability and Accountability Act) patient privacy regulations.

SurfControl's breakthrough software could protect companies from fines and even jail, by keeping confidential email records from being released.

It was the right place at the right time. Now, they needed a Webcast to reach their audience, with all the right messages.

3D producers worked with SurfControl to:

- promote the Webcast through e-vites, direct mail, media outreach and trade associations;
- design a registration process to transform participants into qualified sales leads;
- research and script the Webcast to target audience interests;
- prepare panelists to deliver their presentations engagingly and effectively and;
- moderate the Webcast.

The result: The Webcast drew 700 participants. Downloads of the product increased by 60 percent and new customer calls jumped dramatically. The marketing leads generated by the Webcast cost 25 percent less than an average lead for the company.



3D Communications Teleconferencing Messages Wired in Time

Teleconferences offer a cost-effective alternative to news conferences, meetings and seminars, and eliminate the inconvenience and expense of travel.

But the technology presents a whole new set of challenges.

Your audience is dispersed and more easily distracted. Messages and visuals must be more compelling. The execution has to be flawless, the timing exact.

As former broadcast journalists and producers, we know how to get and keep an audience.

We'll help you communicate as convincingly as if you were looking them in the eye. And we'll get you ready for the tough questions that may come your way.

Our client was a global pharmaceutical and biotech company. Its executives had pre-scheduled a teleconference with financial analysts to report quarterly earnings. But the timing could not have been worse.

Just days before the teleconference, a new study revealed that one of the company's best selling drugs posed a potential danger to patients.

3D's team of seasoned health care communicators worked with the company's executives to:

- develop a strategy for the meeting to keep investors on board;
- craft messages showing the study was inconclusive, the company's financial position was strong and the situation was well in hand;
- script the give and take. The investors would fire hard questions. We anticipated them, and developed strong responses based on facts and;
- grill and rehearse participants till they could answer the tough questions on the spot.

The result: By teleconference time, everyone was cool and confident. The timing and technology executed perfectly. And the investors bought in.



3D Communications Summary of Other Services

Media Training

In a print, TV or radio interview, you're on the reporter's turf. To play and win the interview game, you must understand how a newsroom *really works* and what reporters *really want*.

3D can teach you. We spent years on the other side of the camera, looking for clear, concise interviews, quotable quotes, memorable soundbites that got to the point, fast. We'll coach you to turn every interview into an *opportunity* to make your case and direct the debate in your favor.

Speaker Training

Public speaking can humble even the most powerful professional. But it doesn't have to.

At 3D Communications, we've developed a winning formula – which we customize to your own personal style -- to turn your words into a clear and commanding presentation, and turn your stage fright into stage energy. No matter how tough the audience or challenging the issue, we'll coach you to set your strategy, maximize your message and answer the toughest questions.

Crisis Communications

Whether *60 Minutes* or your local newspaper is knocking on your door, or you want to be ready in case a crisis erupts, you need 3D.

We quickly assess your issues, develop believable messages and coach you on an approach that will work with executives who have to perform and face an intimidating press. We'll keep you sharp, focused, confident and on message, even when you're under fire. You can count on it.

FDA Regulatory Training

America's pharmaceutical industry is revolutionizing health care. But R&D is long, expensive and risky. A new drug can take years to develop and hundreds of millions of dollars to conceive and test. So when your product is ready for the FDA, you'd better be ready too.

At 3D we have a proven track record of success. We'll work with your scientists and executives to set strategy, prepare presentations, drill presenters on Q&A and prepare winning performances that will impress the advisory committee and ultimately, the FDA.

Other Services

- Speechwriting
- Celebrity Spokesperson Training



3D Communications Client Testimonials

Video Production

"3D producers know how to tell a story. They are smart, creative and easy to work with. More importantly, they made the amazing potential of our new product for the developing world come alive for a diverse audience of important decision-makers."

Greg Allgood, Associate Director
Corporate Sustainability
Procter & Gamble

Media Training

"3D Communications was able to take a 20,000 word report on one of our most important articles and boil it down to a few fantastic soundbites. They anticipated the reporters' questions and helped us direct the interviews exactly where we wanted them to go. They set the tone for positive coverage in major media outlets all over the country. We couldn't have pulled it off without 3D!"

Jeff Lucia, Former Executive Editor
Men's Fitness Magazine

Speaker Training

"3D helps me turn book launches into real opportunities for Island Press. They taught me how to make audiences care, with speeches that convey the right messages and exactly the right tone. Best of all, 3D helps me inspire people to be part of the work we do at Island Press."

Charles Savitt, President
Island Press

Crisis Communications

"At the eleventh hour, the 3D Communications team walked into the middle of a significant communications crisis and immediately took charge. Their vast media relations experience, smart strategic thinking and ability to focus and coach our highest-level executives were impressive and ultimately invaluable."

Marty Durbin, Senior Director
Federal Relations
American Chemistry Council

FDA Regulatory Training

"Biotech and pharmaceutical companies focus on technical information and spend little or no time on appropriate messaging. 3D opened our eyes to the importance of getting the message across clearly, concisely and with real impact. We could not have achieved the successful outcome at the FDA advisory committee meeting without their help."

Gary Patou, President
GeneSoft



The 3D Communications TEAM

Cindy DiBiasi



Cindy DiBiasi understands complex issues and what makes people tick. A former TV and radio reporter in the United States and Europe, Cindy helps clients define their business strategies, develop compelling messages and deliver them to resonate with important industry, financial and consumer audiences. When a Procter & Gamble scientist faced the wrath of Oprah over a product needing approval from the FDA, Cindy helped prepare him for victory on the field of daytime TV. When Microsoft needed economists to explain the impact of the government's anti-trust suit, Cindy turned eco-speak into plain talk. When SHAPE magazine wanted to help its salespeople bolster sales, Cindy trained the sales team on how to close the deal. Her success is based on a fundamental understanding of what people want and need to hear. Clients from the CEOs of Fortune 100 companies to well-known celebrities have found her counsel helps make them communicate better. Cindy's fast-paced, focused and forthright style instills confidence in 3D clients and imparts all the skills they need to succeed.

Penny Daniels



Penny Daniels uses the savvy and experience she acquired as a national and major-market TV news anchor and reporter to help 3D clients prepare for and deliver media interviews and powerful presentations that get results – no matter how complex the subject or how controversial the issue. When executives from a major oil company faced a potential public relations disaster, Penny provided crucial strategic counsel and media trained the CEO to turn the tide of public opinion. When a San Francisco biotech needed help beating the odds at the FDA for their new antibiotic, Penny's laser-focused coaching prepared scientists with winning presentations and answers for the advisory committee's toughest questions, winning the day. Penny has also media trained celebrity spokespeople ranging from Tim Conway to Kenny Rogers to Cheryl Ladd. And, she uses her vast broadcasting experience to produce and moderate videos and Webcasts that look more like the nightly news than a commercial – and deliver far more effective results.

Jim DiBiasi



Jim DiBiasi brings 3D clients more than 20 years of know-how in business, lobbying, marketing, public relations and crisis communications. When a four-alarm fire raged within a \$400 million Chicago area power plant, Jim was dispatched to the front lines to keep reporters at bay. His cool head and calm demeanor drove positive coverage that kept the public fully informed until the crisis passed. When hundreds of protestors threatened to disrupt a public hearing over the location of a controversial industrial facility, Jim led the PR team that brought 200 supporters to the session. They stole the headlines and helped win unanimous approval. Jim has crafted scores of presentations and provided speaker training, tactical counsel and media and public relations planning for clients in the public, private and non-profit sectors. As a legislative lobbyist specializing in energy and environmental issues, Jim has repeatedly testified before state lawmakers on complex regulatory matters. He has held executive positions with publicly and privately owned companies.



3D Communications Selected Clients

Pharmaceuticals

Biogen
Bristol-Myers Squibb
Cell Therapeutics, Inc.
GeneSoft
Genome Therapeutics
Johnson & Johnson
Knoll Pharmaceutical
Pfizer Pharmaceuticals
Procter & Gamble
Roche Pharmaceuticals
Wyeth

Business & Consumer

Business Round Table
CamelBak
E-Bay
Googles
Inova Health Systems
NERA Economic Consulting
Network Solutions
Reed Smith
Shell Oil
SurfControl
U.S. Chamber of Commerce
Victoria's Secret

Publishing

Fit Pregnancy Magazine
Flex Magazine
Island Press
Men's Fitness Magazine
Muscle & Fitness Magazine
Natural Health Magazine
Shape Magazine
Time Magazine

Associations & Non-Profits

Agency for Healthcare Research and Quality
American Association of Medical Colleges
American Association of Retired Persons
American Chemistry Council
American College of Cardiology
American Diabetes Association
American Nurses Association
American Occupational Therapy Association
Center to Advance Palliative Care
Chlorine Chemical Council
Chlorine Chemical Institute
Cystic Fibrosis Foundation
Howard Hughes Medical Institute
International Food Information Council
Johns Hopkins School of Public Health
National Council On Aging
National School Board Association
Partnership for a Drug-Free America
Robert Wood Johnson Foundation
Society for Nutritional Education

Government Agencies

Environmental Protection Agency (EPA)
NASA
United States Department of Agriculture
(USDA)
United States Department of Transportation
(DOT)