



"The Federal Web Portal for Veterans in Business"

## **INTRODUCING VIP VIDEO!**

The Center for Veterans Enterprise is happy to announce a new marketing tool for vendors in the VetBiz Vendor Information Pages – Streaming VIP Video!

### **What is VIP Video and How Will It Benefit Veteran-owned Small Businesses?**

“VIP Video” allows each owner registered in the VetBiz Vendor Information Pages(VIP) to promote their business with a three-minute video feature. We believe this visual outreach tool will enhance customer interest in your business. It will promote the use of the VIP database allowing buyers the ability not only to read about your capability but to see your business as well.

The VIP database in the Center for Veterans Enterprise may be the first national database to offer such a service at no cost to business owners. You may view a sample video clip by using the “customized search” on the Vendor Information Page database and clicking “yes” on “Video Included.” When the report screen loads, click on the camera icon associated to view the clips. You will see there are two videos currently loaded. These are actually the Enterprising Veteran award winners from our 2004 Champions of Veterans Enterprise program that we used as sample clips when testing this new feature.

There are six different files associated with each video to accommodate the speed in which users access the Internet. We have provided the two most common video file formats **Real Player** and **Windows Media Player**. Once you’ve determined which file is appropriate just double click and the video clip will begin.

The Center for Veterans Enterprise Database Administrators will be attending **The National Small Business Conference** in Las Vegas. We will be reviewing and accepting company videos for immediate deployment to our streaming servers. We will have consent forms for all participants to sign before videos are accepted. We will have a list of Veteran and Service Disabled Veteran Own companies specializing in video production available for companies requiring assistance in developing videos.

Following are some basic elements of how to construct a high quality video clip that we have compiled based upon feedback from buyers.

### **1. Focus on Your Objective and Indicate What Action is to be Taken**

What do you want to the video clip to convey to your audience? What action do you want from prospective customers? Do you want them to call your business, visit your website, test a new product, or something else? You must be specific in you objective in order to focus the video clip.

## **2. Sell the Benefits of Using Your Product or Service**

Remember that you are probably competing with other companies which offer similar products or services. When developing your clip, try to think like your prospective client and answer the question “Why should I purchase product or services from this company?”

## **3. Consider Using Graphics**

Use graphics to help the customer remember your business and want to learn more by going to your web site or otherwise contacting your business. Be judicious when using graphics in this clip. Customers who want to view power point presentations can easily get this from your web site.

## **4. Make it Simple to Learn More.**

Before deciding whether to send in a video clip, ensure that the communication tools you have will enable the customer to quickly obtain information about your business, i.e., telephones are answered or are forwarded to a messaging system; web site works, a fax machine is available, etc.

# **TECHNICAL REQUIREMENTS**

## **How do I submit a commercial for video streaming?**

The process is very simple. Submit a three minute maximum video to the Center for Veterans Enterprise via CD-ROM or email attachment. The file format for your video can be in any of the following file formats: AVI, DV, MPEG1/2, Quick Time, AIFF, Windows Media, and MP3. If you have a file format not mention above please call 866-584-2344 ext 5248. The video will be reviewed by the CVE staff before it is approved to be placed into the database. The requirements for approval: (1) Does it meet the established time limits? (2) Is the technical quality of the video acceptable, i.e., is it easy to see? and (3) Does the content reflect positively on the owner(s). CVE staff will communicate receipt of the material and any concerns that may slow posting of the clip. Any material submitted to CVE will not be returned. We are happy to provide this new enhancement to VIP and hope you all will take full advantage of it. This feature is completely optional to you. If you decline to develop a video clip, your decision will not affect your firm's status in the VIP database.

If you are interested in the technical process of the above feature or have any questions please send questions to Tyrone Brown at [VIP@mail.va.gov](mailto:VIP@mail.va.gov). Once your video is ready, you may email the clip to [VIP@mail.va.gov](mailto:VIP@mail.va.gov). Alternatively, mail a CDROM to: U.S. Department of Veterans Affairs, Center for Veterans Enterprise (00VE), 810 Vermont Avenue, N.W., Washington D.C. 20420.

