

ROSS LIVE 2021 | FAQ

ROSS LIVE 2021, EPISODE 1

Tuesday, May 4 at 11:00 EDT

www.rossvideo.com/live

WHAT IS ROSS LIVE 2021?

A monthly segmented show to inform customers, business partners and staff about What's New.

HOW DO I WATCH?

Register at
www.rossvideo.com/live

OR
You will also be able to watch LIVE on YouTube, Facebook and LinkedIn

OR
Catch on-demand at
www.rossvideo.com/live or via the Ross Video YouTube channel.

WHERE CAN I FIND THE PROGRAMMING SCHEDULE?

Visit www.rossvideo.com/live, Episode 1 will announce upcoming Tech Talks.

ROSS LIVE 2021 DETAILS

What does an episode look like?
45 minute segmented show > intro / welcome, segments (5+), close

Audience:
existing + new customers
(talking to Creative-Business-Technical personas in ALL verticals)
+ business partners + staff

Segments:
1-2 minute or 4 minute spots

min 1 - state industry / what's new / RossInsider recap / corporate update

min 1 – new product announcement

min 1 – highlight a vertical

customer case studies and more!

Got a segment idea? email
rstudiocontent@rossvideo.com

WHY TUNE IN?

2+ months since we've gone LIVE (Tech Talk on Ultrix Acuity on February 23, 2021)

Over 6 months since we've heard from David + Jeff (Ross Live Season 2 Keynote on October 15, 2020)

Time to find out What's New!

Latest news and updates on Ross Video

Latest news and updates on Ross Video products and applications

HOW IS ROSS LIVE 2021 EPISODE 1 BEING PROMOTED?

Via the website, social channels, email blasts, RossInsider, 3rd party event / organization page listings, press release, Ross Sales and Business Partners and more.

HOW CAN I HELP?

See it, share it, please!
Pass it on!

FAQ

WILL THERE BE OTHER TYPES OF PROGRAMMING?

YES!

Ross Live, episodes
Tech Talks
Solution Talks
Table Talks
... the sky is the limit!

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TECH TALK DETAILS

Cadence: min 1x 'Talk' per month

What does an episode look like?
20-30 minutes + Q&A

intro / welcome, technical presentation
w/ videos to announce products,
new features, live Q&A*, closing

Audience:
existing + new customers -
Technical discussion
+ business partners + staff

SOLUTION TALK DETAILS

Cadence: min 1x 'Talk' per month

What does an episode look like?
20-30 minutes + Q&A

intro / welcome, presentation,
customer interview, live Q&A*, closing

Audience:
existing + new customers - talk
to C-B-T personas in specific vertical
+ business partners + staff

TABLE TALK DETAILS

Thought Leadership /
Roundtable Discussion

Cadence: min 1x per quarter

What does an episode look like?
30-50 minutes discussion

intro / welcome, intro + discussion
w/ key staff and/or customers, industry
peeps, business partners, competitors
(anyone!), closing

Audience:
existing + new customers –
vertical / topic specific
+ business partners + staff

I'VE HEARD MENTION OF R STUDIO, GOT DETAILS?

R Studio is the new dedicated studio
at Colonnade - stay tuned for details
and information!

www.rossvideo.com/live