Article published on January 30th 2012 | Management

While the current economic downturn has meant that many companies have had to trim costs in certain areas of their business, the individual and collective knowledge of their employees still requires regular investment. Without ongoing training and constant product knowledge updates for employees, a company cannot hope to remain competitive in the marketplace. However, the need to curtail spending and maximize effective use of resources has inevitably led many companies to rethink their corporate training strategy.

In the early days of globalization many companies deployed teams of â€˜in-houseâ€™ trainers to deliver training to their employees. These teams of â€˜in-houseâ€™ trainers would travel between the companyâ€ offices and production sites to deliver onsite training and to bring employees up to date with any new product releases. It was an essential but expensive strategy costing companies many thousands of pounds in employee downtime and traveling expenses.

As globalization gathered pace and the cost of maintaining â€˜in-houseâ€™ training teams began to rise, many corporations began to outsource their employee training needs to specialized companies in order to cut costs. Invariably, training costs were trimmed at the expense of control over how instruction was managed and delivered. Moreover, the new training environment became sterile and lacked the personality of a corporate identity.

In an effort to maintain some semblance of corporate identity, companies began to integrate training videos into their employee instructional mix. Although seen as an effective method of delivering information uniformly across the various departments that make up a company, training videos were expensive to produce and still required employees to be gathered in one central point to view them. However, over the last ten years technological advances in video production and video delivery platforms has changed all this.

Corporate training videos can now be delivered across a range of delivery platforms including the Internet, webinars, seminars and conferences, thus making them accessible to the most remote of company employees. Furthermore, the cost of producing a corporate training video has dropped markedly to the extent that they are the most cost efficient training tool available to a company today.

Article Source:
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Contrast Design - About Author:
Contrast Design offers a complete corporate video production solution, using fresh creative ideas tailored to your companyâ€™s exact requirements. We provide support through all steps of the video production process, from creating the initial project plan to helping you make the most of your video after the launch, saving you time and money.
Our expertise goes way beyond a video production; our team members all have solid digital marketing, technical experience and business backgrounds. We donâ€™t just work for you; we work with you ensuring our video solutions meet all your business objectives.

Article Keywords:
Corporate video Company, Video Production Company, Training Video

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