



**Bill Creswell Interactive media and eLearning writing samples**

• ( Product introduction)

7			Video or still image of GLG Cloud hero shot.	Solutions built around the GLG Cloud Server improves user productivity and lowers administrative overhead while reducing costs. GLG Systems is the adaptable choice for your changing environment.
8	Stephen T. Stein Vice President GLG Systems, Inc.		Steve Stein video	"As a former MIS manager..." (Stein describes value of GLG Systems Cloud as a highly reliable extensible architecture that can be managed within your team's existing base of skills and resources.) NARRATOR:
9		First , Last Name Department (Graphic)		Please enter your name, title and department. Press Continue when

		<p>Fillable Form</p>		<p>you are done.</p> <p>Thank you (name).</p> <p>Navigation through the program is achieved by using the trackpad and clickpad, shown here.</p> <p>System management is the growing challenge facing technology managers in today's changing environments.</p> <p>Instead of suffering on the bleeding edge, an investment in state-of-the-art technology that simplifies network management –by reducing complexity – is the answer to the resource crunch IT managers face daily.</p> <p>GLG Systems cloud-based solutions will free your time and energy from daily management problems. By</p>
10	System Management	<p>Image of technology manager in workplace (I/O, F/P or application-intensive)</p> <p>Images of work activity</p>		
11		<p>Supered graphic animations of “fires” pop up, one at a time, then are extinguished one at a time.</p> <p>Image of high-level</p>		

		<p>planning meeting.</p>		<p>managing your system resources strategically, you're able to shift resources from short-term crisis-management to long-term business strategy...and spend less time at the help desk, more time at the planning table.</p> <p>Click on the choice that represents your current computing environment, or an environment you are interested in. To go to the end of the presentation, press Conclusion.</p> <p>By consolidating four or more PC networks onto a GLG Cloud Server, you streamline management and reduce administrative costs. And as for performance, even if your PC network has multicore processing, it</p>
<p><b>12</b></p>	<p>a) PC LAN b) Proprietary UNIX or legacy system c) Cloud-based</p>	<p>3 buttons a) (JUMPS to Scene 13) b) (JUMPS to Scene 21) c) (JUMPS to Scene 28)</p>		
<p><b>13</b></p>	<p>Server Consolidation</p>	<p>Abstract, color background of PC network imagery. Super animated graph showing comparison of GLG Cloud performance arc with a PC network arc (GLG arc "grows" past PC network arc.)</p>		

14			Video or still of GLG ES showing Cloud array.	lacks the capacity and scalability of the GLG Cloud Server.  Along with providing multiple parallel hubs for scaleable, symmetrical multi-processing, GLG separates its processing power for storage and networking into independent subsystems, meaning the requirements of one won't hamper the performance of the other.
15			QT movie of user at CAD station (from "Discover The Secret")	As a result, solutions built around the GLG Enterprise Server improve user productivity and lower administrative overhead while
16	1) Do you have multiple PC servers in a single location? 2) Are you experiencing any downtime due to server failures? 3) Are you considering	3 questions w/ buttons		reducing costs. Please answer the following questions:  (Voice each question)



<p><b>19</b></p>	<p>Simplify Management</p> <p>SUPER: “60 percent”</p>	<p>TM Group logo / actual report; SUPER 2 columns showing “component” type and percent change (reduction) across from it. Highlight a component and percent change entry</p>		<p>And for equivalent numbers of users, MIS will handle up to 40 hours of downtime for a PC-based network compared to less than 3 for a GLG Cloud Server.</p> <p>Industry reports show that by consolidating multiple PC-based networks into a single Enterprise Cloud, you will reduce your management expenses by sixty percent. For example, (voice one comparison.) While it may be easier to buy one PC-based server at a time, the preferred strategic play is to look at your long-term capacity needs and invest in a platform that can grow with these needs.</p> <p>A GLG Server will support your</p>
<p><b>20</b></p>	<p>Capacity Planning</p>	<p>Animated Graphic of operating cost range of GLG Cloud versus PC network: The GLG arc "grows" well past the PC arc.</p>	<p>Video of GLG tech monitoring a performance display from a GLG Cloud (from “Upsized Down”)</p>	

21	(Name , Title, Company)		PC Client video	<p>initial requirements, and can be scaled simply by adding system components to meet the demands of your changing environment. And unlike a PC server, a GLG Server will grow with your environment as your needs expand.</p> <p>(Client user comments on the benefits of using GLG in their system.)</p> <p>Every IT group faces the challenges of higher workload, fewer resources and overall skepticism about its ability to respond to a changing environment. These challenges can lead to a backlog or even stalemate in your app development group.</p>
22		LOOP (JUMP to Scene 12, MAIN MENU)		
23	Proprietary UNIX & legacy system Migration.	Abstract, different color background of business or UNIX imagery. SUPER UNIX code line or symbols.		

• (Sales lead generation excerpt)

12	Creating Your Image...	<ol style="list-style-type: none"><li>1. About your product.</li><li>2. Your point of difference with the competition.</li><li>3. You understand their needs.</li></ol>		
13	The NuSell™			<p>NARRATOR V.O. :</p> <p>Imagine if at the same time, you created this image in the mind of your prospect...</p> <p>This is what the NuSell™ does: It opens doors, gets the prospect excited about your company and collects data about their needs that'll get you faster into, and further along the selling process.</p> <p>Your time in front of the customer will be spent uncovering their needs, based on their data, not introducing</p>

14

(Visuals showing attributes of a qualified prospect in words and pictures--e.g. meeting with a rep., words like "Motivated", "Interest" supered.)

15

yourself again.

And since each prospect is better educated, each salesperson will spend their time more productively, in front of motivated, interested decision-makers.

NARRATOR (V.O.):

Stirel Group's interactive multimedia products provide strategic marketing solutions far beyond those found in simple linear videos, diskettes, even CD-ROMs.

16

That's because Stirel Group's process makes clear to the prospect these important

17

Stirel Group Meets Your Strategic Marketing Needs

Graphic image of data sheet, lists of customers, executive interacting with a powerbook, etc.

Animation of titles:  
"Breaks Through Clutter"  
"Collects Data"  
"Delivers Message"  
"Creates Awareness"  
"Sets Appointments"  
"Manages Prospects"

factors about your company:

Your point of difference...

...An awareness of your company's image...

...A consistent message.

All of which help sales happen faster and more efficiently.

Once the NuSell™ message is implemented, it will:

...Break through the clutter of competitors...

...Gather information about your prospects...

...Deliver your message to the decision-maker...

...Create an exciting and dynamic image for your

<p>18</p>	<p>What Are You Doing Now To Generate Leads?</p> <p>What Are You Using To Deliver Your Message?</p> <p>What Are Your Results?</p>	<p>4 Buttons: Direct Mail, Advertising, TradeShows, Telemarketing</p> <p>4 Buttons: Website Social Media Video Print</p> <p>3 Buttons Satisfied, Slightly Dissatisfied, Unsatisfied</p>		<p>company...</p> <p>...Sets appointments...</p> <p>...And managing motivated prospects to do business with your company.</p> <p>Please answer the following questions, picking all that apply. (voices each after previous selected.)</p>
<p>19</p>	<p>Are there New Issues Limiting your Sales Effectiveness? The NuSell™ Process</p>	<p>(Type in.)</p> <p>Montage of images illustrating process.</p>		<p>NARRATOR (V.O.):</p> <p>The NuSell™ is only one part</p>

20

"Your Average Sales Amount"

2 buttons; "Next"  
1. Under \$20K  
2. Over \$20K

of a comprehensive marketing process that includes collecting and delivering data from each prospect's NuSell™ in a form your sales force can use, within a 48 hour period...or even sooner. And Stirel Group executes and manages each step of the process--including qualifying leads, setting appointments, ongoing prospect management and supplying and tracking the notebook computers.

By shortening their sales cycle, the NuSell™ process provides Stirel Group's clients

21	<p>1) "Number of sales people"  2) "How Much time are they prospecting?"  3)" Current Prospecting Methods"</p>	<p>1) Blank to type in.  2) (Percentages)  3) a) Cold Calling  b) Database  c) Etc.</p>	<p>a quick payback --especially when their product or service sells for twenty thousand dollars or above. Please indicate the dollar amount of your average sale. Then click on "Next" when you are finished.</p>
22	<p>"What Are Your Barriers To Selling?"</p>	<p>(Multiple choice of 4 answers, one optional type-in space.)</p>	<p><b>NARRATOR:</b>  Please answer the following questions about your sales force, and click on Return when you are done..</p>
23	<p>"Do You Know Your Cost Of Sales?"</p>	<p>Yes /No or other.</p>	<p><b>NARRATOR (V.O.):</b> Here's what our clients say about Stirel Group's process and the</p>
24		<p>Video Box graphic with "Testimonial" or similar ID of speaker.</p>	

25		Video Box graphic with "Testimonial" or similar ID of speaker.	<p>QT movie of a Testimonial from a "full service" Stirel Group Client (e.g. A specific client.)</p> <p>QT movie of a Sales/Mktg. expert comments on Stirel Group's capabilities vis-a-vis future of selling (e.g. A.C. Ventura.)</p>	<p>NuSell™.</p> <p>(A Client's comments.)</p> <p>NARRATOR (V.O.): Here's what a top expert says about Stirel Group's NuSell process. (A. C. Ventura's comments.)</p>
26	Could the NuSell™ help your company?	Scale with 7 buttons ranging from "Less Helpful" to "Very Helpful."		<p>NARRATOR (V.O.):</p> <p>Based on this presentation, please rate how well the NuSell™ could help improve your company's sales and marketing efforts.</p>



• (eLearning scenario excerpt)

Scene 2: Promoting Programs	Scene 2: Promoting Programs				
Slide #	Slide #		Narration Script & Audio	On screen (images \ navigation)	Shot List
0	2,1 107	X			
1a	2,2 109	X	MARIA: Hi! I'm Maria. My introduction to the outdoors came from Girl Scouts. We mostly did hiking and some camping. I really liked getting out to the State Parks and seeing all the beauty in nature. I realize a lot of kids don't have that opportunity, and when I learned about Project Go, I knew I wanted to be involved.	Maria & Kao enter (Fresh out of high school, Latina girl, a little outdoorsy)	2. Maria, smiling (mouth open) Profile of Kao listening (eager face)

1b	2,3 114	X	<p>KAO: Hi! I'm Kao. I grew up in Wisconsin and learned to fish, mostly pan fish and bass fishing, from my father and grandfather. I later got into fly-fishing when I joined a club in college. I'm studying sports and recreation, and that's where I learned about Project GO. I was lucky to have the chances I had to connect with nature. I want to share the experiences with others.</p>		<p>3. Standing in the Library Kao, happy (mouth open) Maria listening</p>
1c	2,4a & 2,4b (2 shots) 125 121	X (2 shots)	<p>NARRATOR: Maria and Kao are just getting started. Their Project GO program is being coordinated through their local Library in a community that is a mix of newcomers and families that have lived in the area for generations. Many of the newer community members are immigrants, including some who are refugees.</p>	<p>Maria &amp; Kao sit down at a table. Thought bubbles appear over M &amp; K with images of ethnic places</p>	<p>(Library Meeting Room) Maria (clipboard) &amp; Kao (computer) are bending over their work and sitting up to think.</p> <p>1. KAO thinks, MARIA WRITES 2. MARIA THINKS, KAO TYPES</p>
1d	2,5 128	X	<p>NARRATOR: Maria and Kao will need to get the word out about their program.</p>		<p>3. Both are thinking.</p>

2a	2,6 142	X	KAO: Do we need to advertise the program? We have flyers at several locations and other libraries. That will probably get as many kids as we need to run the activities.	Images of Maria and Kao sitting in the public library with notebooks and pencils.	1. Kao speaking, questioning, closed gesture.
2b	2,7 146	X	MARIA Maybe we should also hand out flyers at the local Sportsman's Club, 4H meetings and golf courses.	Images of Maria and Kao alternately listening to each other and gesturing as they speak.	2. Maria, open gesture Kao silent, agreeing
2c	2,8 129	X	KAO: Yes, that sounds good. We do want to reach more kids though. Are we missing anything?  KAO also says: Yes, that sounds good. I guess we DO want to reach more kids...what else should we do?	Ends with both characters thinking	3. Kao speaking, agreeing, open gesture. Maria agreeing.
2d				Auto advance slide	
3	2,10 Video Maria & Kao at the long table	X, Video in green Maria and Kao at the long table	NARRATOR: Maria and Kao are off to a good start by posting flyers at their program location and targeting outdoor related events and organizations. But, Project Go is about getting more kids outdoors, especially those that might not think an outdoor activity	Base Layer	TBD - Video or Stills: Kao silent, thinking & typing Maria, silent, thinking & writing

			is for them. Where else might they market their program?		
	---		Check out each of these options to see how they can reach more families and connect more kids with nature.	Image of M & K thinking carries over from previous slide and fades to a background (slightly blurred image with enough overlay to make buttons clear)	
	---			Buttons appear with header text (Select each opportunity before moving on)	
	---			A. Local places of worship, community centers, community action groups, and food banks	
	---			B. Libraries, schools and daycares	
	---			C. Community and local newspapers	

	---			D. Event websites and social media	
	---			User must choose each option before slide advances.	
CHOICE (3A)	2,11 126	X	MARIA: I can put something up at my church and I think there is a mosque on 7th street, and there is a community center over by the lake.	<p>Information Layer A</p> <p>Title: Local places of worship, community centers, community action groups, and food banks</p> <p>Maria thinking, with small images popping up around her head like ideas, various buildings representing places of worship, community centers and libraries, etc.</p> <p>Kao talks &amp; types on a computer</p>	1. Maria talking excitedly. She has thought bubbles/Images of locations she talks about. Kao is typing.
	2,12 149	X	KAO: I'll do a search online to find locations where we might connect with families.		2. Kao add to her contribution with an additional idea.

	2,13 122	X	NARRATOR: These are some of your best opportunities to reach families where they gather, and all great opportunities to promote your Project GO programs.		
	2,14 124	X	By connecting with a variety of community organizations, Maria and Kao can network with those that have already built strong relationships with often under-served groups. It will be easier to build trust and adapt the program to be most accessible to the youth and families Project Go seeks to reach.		
	---		And partnering with one specific community organization that already serves your target audience, like a community center or church, is okay too.		USE STILLS, NOT VIDEO TBD - Video or stills: Maria and Kao alternately think, thought bubbles with different locations in them.
	---		But, don't just assume you can post flyers. Talk with someone from the organization about the best way to reach members.		

	---		You may need to have someone translate flyers if parents are likely to speak another language, or it may be best for one of the community leaders to make an announcement at one of their own events.	M & K fade (gaussian blur) to list of several examples and types of places where the program could be promoted.	
	---			Possible Resource link: Starting the conversation – something they can download with tips on how to start networking with one of these types of organizations	
CHOICE 3B	2,15 139	X	MARIA (excitement growing): Maybe we can put flyers up at the school. Is there just one middle school here?	Information Layer B	1. Maria has a light bulb idea
	2,16 141	X	KAO (joins her excitement): Yeah... I think there might be two middle schools.	Title: Libraries, schools and daycares	2. Kao catches the fire
	2,18		NARRATOR: Obviously, schools and daycares are great places to reach kids, but be sure you work through an appropriate representative.		USE STILLS, NOT VIDEO TBD - Video or Stills The two discussing and planning together, alternating, first one, then the other.

				Possible Resource link: Starting the conversation – something they can download with tips on how to start networking with one of these types of organizations	
3 C	2,19 133	X	KAO: There is a local community paper that is published weekly, maybe we could put a notice there? I wonder how much it costs?	Information Layer C Title: Community and local newspapers M& K excitedly brainstorming	1. KOA only shot, musing...
	2,20 141	X	MARIA: You know... small community papers are always looking for stories. We could propose the Project GO initiative and our program as a story!		2. MARIA contributes/adds
	2,21 135	X	KAO: Great idea! I think there is one online and a story there could be linked to social media posts!		3. KAO only shot, great idea!
	2,22	X	NARRATOR: Community papers may be a good option, and getting the word out with a story about the program is a great idea.	List or images of examples of local community papers and sites	

	2,23	X	However, be aware that these papers will have a limited reach. Kids are not likely to read them at all, and parents may not have time, may not read English or prefer to get information online, on television or through their own networks.		
				Possible Resource link: news story template and/or how to propose content to paper.	
3 D	2,24 134	X	KAO: We could create a Facebook event to promote. We could post something new every week until we start and then updates about how the program is going. We'll include video and posts with images.	Information Layer D	1. Best idea yet!
	2,25 151	X	MARIA: That's an excellent idea! And then there are sites like the city and neighborhood websites, as well as lots of others that publish information about what to do around the area, we could post on those as well.	Title: Event websites and social media	2. Catches the fire.

	2,26		NARRATOR: This is a great option when you include a variety of local sites and social media to reach families of children within the programs age group.		USE STILLS, NOT VIDEO TBD - Video or Stills M & K talking with excitement at first, but changes to more subdued realism (hmmmm gesture)
			Again, keep in mind this may not reach those without reliable internet access and non-English speakers. If your community includes recent immigrant families, consider finding out what non-English sites they might be using and seek help translating online content to publish there.		
3 F	2,27 Video Kao & Maria look at the resource links	X, Video in green 404 Page		Warning Layer:	TBD - Video or Stills Maria and Kao are looking at the resources and links listed on the page and at each other. Wow...
				Please view all of the promotion opportunities before moving on.	
				Warning icon	