

# HIMSS10 Leadership Benefits, Deliverables & Deadlines-

## *Video capture of your HIMSS10 Interoperability Showcase Highlights*

### **Professional Production team to capture your HIMSS10 Showcase highlights:**

Leadership participants this year can capture the Showcase and key aspects of their real-time involvement. HIMSS has retained a professional production team to record footage of the Showcase environment and capture specific aspects [listed below] for each Leadership Level participant. The resulting footage will provide HIMSS, IHE and Leadership participants with quality footage that will show the excitement and share participants' interoperability stories with stakeholders and potential clients.

- **Showcase Theater presentation:** Footage of each Leadership Showcase Theater speaker will be captured
- **Showcase footage [B-Roll]:** Clips of Interoperability Showcase highlights
- **Stand-up interview with person of choice:** At a pre-scheduled time during the HIMSS10 Conference, the Showcase videographer team will capture a 1:1 interview with the person of your choice—this can be a member of your executive team, a client or even a prospect. The interview will consist of the Showcase interviewer asking the participant three questions. More information will be provided on the 1:1 calls we have with each participating organization as well as sent via email to the Leadership Level Contacts Google Group (details on Page 2).
  - **Deadline:** Stand-up interview time & date must be scheduled before February 5, 2010 by completing an on-line survey. Survey to be sent at a later date.
  - Participants failing to finalize their time slot by the deadline will be placed on a waiting list and are not guaranteed that their 1:1 stand-up interview will be captured.
  - **Deliverable:** The stand-up interview clip will be approximately 2.0-3.0 minutes, edited.

Each HIMSS10 Interoperability Showcase Highlights package will be available for download approximately 3-4 weeks following the HIMSS10 Annual Conference.

**Note:** The Production team is also taking orders for additional filming and production. Since they will already be on-site, this is a tremendous opportunity to retain the team to capture additional footage for an annual report, to provide additional footage for your website, podcasts and other uses. Contact Shelley Melanson at Pegasus Productions - [shelley@pegamail.com](mailto:shelley@pegamail.com) or +1-561-745-0525 for more information.