

WBE POWER PROFILE



DO YOU WANT MORE VISIBILITY...YOU'VE GOT IT!



WBENC'S BRAND NEW WEBSITE FEATURES WBE POWER PROFILES IN ITS NEW VIDEO NEWS SECTION ON THE HOME PAGE. NOW ANY WBENC-CERTIFIED WBE CAN BE FEATURED AS A WBE POWER PROFILE AND GAIN ADDITIONAL VISIBILITY AND EXPOSURE FOR YOUR COMPANY. THIS IS NOT AN OPPORTUNITY TO AIR A COMMERCIAL OR PROMOTE PRODUCTS AND SERVICES, BUT AN OPPORTUNITY TO TELL YOUR STORY.

WBE POWER PROFILES ARE 90 SECOND VIDEOS THAT SHOWCASE A WBENC CERTIFIED WOMEN'S BUSINESS ENTERPRISE AND A PARTICULAR BUSINESS CHALLENGE THEY ENCOUNTERED ON BEHALF OF A CLIENT; HOW THE WBE HANDLED THE CHALLENGE, AND A QUICK SUMMARY OF THE RESULTS AND HOW THE CLIENT BENEFITTED.

INTENT

WBE Power Profiles were developed as a vehicle to help promote and showcase WBENC Certified WBEs as a form of recognition; and as a way to position the WBE as a solutions provider. However, it is designed to allow the WBE to showcase their capacity to solve business problems using strategic methods and tools.

WBE POWER PROFILE PARTICIPATION CRITERIA

- Any WBENC Certified WBE in good standing can be showcased using a WBE Power Profile.
- Script must be submitted in advance and reviewed by Marketing Sub-Committee to ensure the content follows the STAR (Situation _ Task _ Action _ Result) format and complies with any legal and tax-exempt laws. This ensures that the WBE does not make an investment to produce a video that can not be aired.
- Acceptable content include videos sharing how a WBENC Certified WBE solved a specific business problem; or highlighting business partnerships or alliances that helped to expand a company's capacity (company's product/service offerings, geographic territory, target market base, globalization, etc.); or featuring best practices, certifications, processes, etc. that are an inherent part of a company's business and critical to serving their customers at a level that meets the customers needs.
- Video Content must not be a commercial or promote a company's products, services, or offerings in a way that creates tax issues for WBENC. Content currently limited to listed examples.
- Sample WBE Profile Video:
<http://www.wbenc.org/infostore/videoplayermod.asp?vid=6>

VIDEO FORMAT CRITERIA

- Video Format – "FLV" format, starting with an active image (no black or vacant frames in opening shot), and no more than 90 seconds in length.
- Video Quality – Must be professional quality video.

VIDEO SUBMISSION PROCESS

- Before recording your video, please send your script to cmcullough@wbenc.org for review and approval by WBENC's Marketing Sub-Committee.
- Your video should include a submission e-mail containing your contact information and a 50 word statement specifying the topic of the video.
- Once the script is approved in writing by WBENC, you may record the approved content for submission. Scripts that are not approved will receive feedback on the changes needed to meet WBENC's WBE Power Profile Criteria. If denied, you will need to resubmit the modified script for approval before recording.
- Your video should be submitted via a link to a downloadable file or as an attachment. In addition, you are also welcome to send a backup DVD for maximum quality.
- WBENC is not liable for any costs expended for recording or any costs incurred associated with the creation of the recording.

WBE POWER PROFILE PROCESSING FEE

- Fee must be paid when the video is submitted.
- The WBE Power Profile Processing Fee is \$500 and covers web placement on WBENC's home page for five business days.
- Contact Cristy McCullough, Assistant Vice President, Marketing, Communications, and Brand Management, at cmcullough@wbenc.org for payment details.