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ECCO teams with 3M to produce successful Interactive TV broadcast

The companies ECCO (Effecting Creative Change in Organizations) and 3M announce today the joint venture that led to a successful global interactive TV broadcast.

ECCO designed the February 23rd and 24th broadcast to introduce 3M employees around the world to the new 3M Electronics Markets Center, spotlighting the center's achievements and plans. ECCO, based the success of their communications goals on the positive feedback received from participants about the quality of the presentation and the value of the broadcast. Over 80 percent of the respondents indicated that they had benefited from the presentation and that they would take part in similar broadcasts in the future. Denny Hamill, director of the Electronics Markets Center, said of the feedback: "We got a lot of early feedback because we had such a good turnout. Just the fact that people took the time to attend a two-hour meeting was a good sign."

Electronics Markets Center employees are faced with a few challenges in order to function as part of a virtual company. With employees at 3M sites all over the world, scheduling meetings can be very difficult. "We found ourselves need in communicate a lot of information and having no feasible way to bring everyone together physically," says Hamill. The solution was a new application of 3M TV technology.

"The program content was different," said Dick Dinsdale, manager, Group Marketing Communications. "Usually, 3M TV is used for training or to view a videotape. This was more of a live, news-magazine type event coupled with a little interactivity."

Dinsdale hosted the event, along with Dr. Amy Tolbert, principal of ECCO. Dinsdale and Tolbert appeared as newscasters presenting an in-depth look at the Electronics Markets Center and its plans for the coming year. Others were "interviewed" via pre-taped video clips. All clips were produced by Tolbert, who had to coordinate global production efforts to conduct the interviews and gather critical information. The team's efforts paid off with a very impressive global presentation.

"I think it was certainly more sophisticated than most 3M TV broadcasts," said Bob Satterstrom, operations manager, 3M TV Operations. "They used more video roll-ins. There was more pre-production. It added to a very good-looking production."