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## BTV Press Release

### **ECCO teams with Dayton Hudson/Target to produce successful Interactive TV broadcast**

ECCO (Effecting Creative Change in Organizations) teamed up with Dayton Hudson/Target to create a successful learning program in the medium of Interactive Business Television.

ECCO designed the May 5th broadcast to train Target employees in the areas of sales skills and product knowledge. ECCO based the success of their training goals on the marked difference between the Pre-Assessment and Post-Assessment questions the participants answered before and after the broadcast. Through evaluations, 91% would recommend and attend future training and 99% of participants enjoyed the training experience and found it valuable.

Dayton Hudson's Studio 11 produced the broadcast and the instructional design was done by ECCO.

More than 260 corporations nationwide have established networks that distribute live corporate broadcasts. These broadcasts can be used to:

- Deliver employee training
- Bring products to market early
- Stimulate new product enthusiasm and sales
- Distribute just-in-time information to employees
- Address and correct emergency and crisis situations

This medium achieves the impact of television and delivers more timely information to the participants. It opens immediate two-way channels of communication because the broadcast sites are connected to program participants in live, interactive training settings.

ECCO has been assisting clients in the business television industry for the last decade. ECCO's Business Television services include interactive content design and development, presenter training, executive speech and delivery coaching, providing support materials (i.e., training guides, participant guides, visuals, etc.) and evaluation.

Amy S. Tolbert, Ph.D., President of ECCO has this to say about the future of business television in this area: "Leading corporations in the Twin Cities are hungry for fast, high impact communication vehicles to accomplish everything from new product introductions and training, to corporate culture shifts and crisis communications." She adds "Business television has been a key part of communication and training solutions for companies like AT&T, Dayton Hudson, and American Express Financial Advisors among others."