KRAMM
COURT REPORTING

Virtual Conference Rooms Need Presence on Web to Be "Real"

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Having built our conference center in downtown San Diego with the plan to provide virtual conference rooms for attorneys conducting depositions, arbitrations and business people, I have come to understand how important it is to be present on the worldwide web, because unless people know about our first class conference center, it doesn't exist. The movie "Field of Dreams" had the famous line, "Build it and they shall come." The truth is you can build it, but unless people know about your creation, they don't know to come.

In my opinion, the most effective way to get the word out about anything and everything virtual is via the web. And the best way to draw attention on the web to our creation is through blogging. A website needs to be alive and dynamic to draw attention.

I was reading a short little article in Inc Magazine called, "The Goods – Lights, Camera, Action – Tools for creating video blogs." The author John Brandon writes, "A video blog can be a great way to spread company news, talk about products, and stand out among traditional company logs. Thanks to easy-to-use editing software, you don't have to be a professional to produce one." The number one, five star choice of Brandon is: WINDOWS LIVE ESSENTIALS (free software.) The software has 11 basic apps, including Movie Maker, which lets you record videos and graphics. You can save the videos as Window Media files and upload them directly to Facebook and Youtube.

I haven't had the courage to do a video blog yet. One of my goals in 2011 is to create 6 video blogs for the Discovery Conference Centre site and 6 more for my Kramm Court Reporting site. Another great saying is something like, "If a tree falls down in the forest, and there is no one to hear it, did it really make a sound?" or something like that. So my philosophical question is, "Is a virtual conference center really built if no one knows it exists"?

I am looking forward to building our virtual conference center in 2011, blog by blog (brick by brick).

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CONFERENCE CENTRE

Rosalie A. Kramm, CRR °President CSR #5469 mailto:Rosalie@kramm.com 2224 Third Avenue, San Diego, CA 92101 t.800-939-0080 f.619-239-0206 www.kramm.com
http://www.discoveryconferencecentre.com