



Client: Ten Alps Publishing / Association of Optometrists

Type: Digital

PROBLEM

Working for group company Ten Alps Publishing and their client the Association of Optometrists our job was / is (project ongoing) to provide cost effective C.E.T. (continuing education & training) training videos to be delivered online on the Ten Alps managed Web TV channel (<http://www.optometrytoday.tv>). OT.TV is a new web TV service from the AOP providing a platform for Optometrists and Dispensing Opticians to Learn, Study and stay up to date with News from the industry. Ten Alps and AOP needed a video production provider that could deliver the complex training material to exacting standards and yet make it an engaging and educational learning experience for users

SOLUTION

On a bi-monthly basis we typically create 1hr of training material broken down into 15 minute sections. CET training has over the last 8 months involved everything from interviewing nationwide a series of optometry experts, shooting often extensive Optometry imagery, creating 2D and 3D graphics, re-purposing conference material, recording voice-overs as well as often quite complex "scripting" undertakings.

Each new CET video, approved by Vantage and the General Optical Council for either Optometrists, Dispensing Opticians or both, features CET multiple

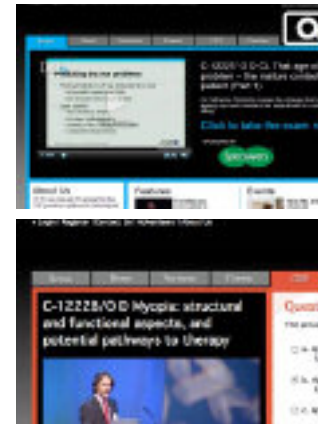
choice questions & the CET exam is live for two months during which AOP members can take the exam - though anyone can watch the video. Once the exam closing date has expired, the video drops into the archive, along with the answers to the MCQs, and it can be viewed for non-point related CET/CPD.

BENEFIT

OT-TV has successfully completed it's pilot period and first year of service and currently receives 1,800 unique visitors per month watching or taking part in the online exams.

The site is currently undergoing additional developments and enhancements to make the functionality and content available to other sites in the Optometry Today online portfolio. The site demonstrates a platform that is able to be sustainable based on sponsorship for funding and is one of the market leaders in online video exams.

We believe the with the re-launch of the new site in January 2010 the expected audience participating in online Video CET will grow to an audience of 20,000 with an expected 5,000 taking part in video exams every month.



MARKETING AND DIGITAL COMMUNICATIONS

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STRATEGIC DESIGN

DIRECT MARKETING

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