

# Noble Financial

NobleFinancial



Boca Raton, Florida



120 public company executive teams attend the conference



Event webcasting

## At a glance

- Webcasting the conference had been cumbersome, time-consuming and costly
- Previous services did not capture video and navigation was difficult
- Sonic Foundry Event Services webcasted audio, video and visual aids of presentations for live and on-demand viewing
- Attracted a larger viewing audience, generating greater exposure and investment
- Created a valuable point of difference for the event, its presenters, investors and conference organizers

## Executive summary

**Noble Financial conference uses Mediasite to connect presenting companies with a wider audience.** Hundreds of investors attended Noble Financial's two-day annual equity conference, but many more wanted to see the company presentations and simply could not attend. In the past, webcasting the event was cumbersome, time-consuming and costly. The webcasts included only the presentation audio and slides and required viewers to advance the slides manually, which did not accurately reflect the quality of this premier event. In search of a better solution, Noble contracted Sonic Foundry's Event Services to webcast the conference presentations live and archive them online for on-demand viewing. Now both conference attendees and investors could not only watch the presentation, but also e-mail it to others who might be interested in viewing the material.

Each webcast included synchronized audio, video and visual aids that made the presentation easy to navigate. Investors gained a clearer understanding of company performance and vision as delivered directly from the mouths of top executives, and the result was a record online audience – nearly 5,000 viewers in less than six months – and increased exposure that powered millions of dollars of investment. Mediasite created a valuable point of difference for Noble Financial, inspiring the company to double the number of presentations captured at its next annual equity conference.

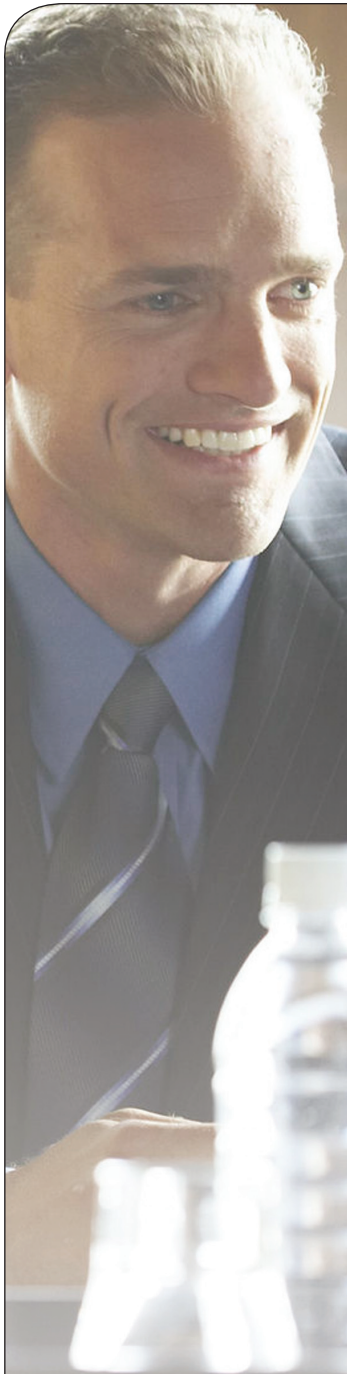
“When you are able to use a solution like Mediasite and actually increase profits – it is truly remarkable for both our organization and our presenting companies.”

> Mark Pinvidic, Managing Partner, Noble Financial

## Challenge

Each year, Noble Financial's Capital Markets Group hosts a two-day annual equity conference that brings together the executive teams of public companies and potential institutional investors. The conferences facilitate a unique blend of professional and personal interaction among a diverse cross-section of executives.

While hundreds were able to attend the events live, many more investors could not attend but wanted to view the presentations to gauge which Small Cap and Micro Cap companies might be attractive investments. Each year the conference is held in a different location, which made it cumbersome, time-consuming and costly to find a local company to partner with that could provide a turnkey webcasting solution. Existing webcasting platforms common in the investment community offered only the presentation audio and slides and required viewers to advance the slides manually, which did not accurately reflect the quality of this premier event. Many also required downloads in advance which took time to upload and install and few included intuitive navigation tools or synchronized audio, video and slides.



"The ultimate measure of conference success is maximum investor exposure to drive new investments for presenters. We recognized early on that webcasting would be a distinctive strength for us, allowing us to provide a quicker and easier way to bring information to investors who wanted to know more about a company prior to investing," said Mark Pinvidic, managing partner at Noble Financial. "Plus, with recent legislation related to Sarbanes-Oxley, we knew this need would only increase as companies sought new ways to be transparent in all of their financial and investor relations programs."

## Solution

Noble Financial contracted Sonic Foundry Event Services to webcast the company presentations taking place simultaneously throughout their conference center. The live webcast allowed both on- and off-site participants to view presentations by simply clicking on a link using their standard web browser.

"At our Small Cap Conference and Micro Cap Symposium, Sonic Foundry staff captured all of the conference presentations live from four rooms simultaneously without even a hiccup for three straight days," said Pinvidic. "The live webcast is captured and archived immediately for instant on-demand access and is much cheaper than hiring a production company."

Because the webcasts were immediately available, many individuals could be seen watching the presentations in the lobby just ten minutes after their presentation had finished. Meanwhile, by logging in through the Noble Financial conference home page, both conference attendees and investors could not only watch the presentation, but also e-mail it to others who might be interested in viewing the material.

"I'd never received requests from our presenting companies to use their webcast as a marketing tool until Mediasite came along. After the event, I had over seventy CEOs and CFOs contact me asking for a copy of their webcast," explained Pinvidic. "The Mediasite interface and synchronized audio, video and visual aids are powerful. It makes these presenters more memorable because the audience gets a sense of their personality. They can watch the company story again, delivered directly from the mouths of these top executives."

## Result

The Noble Financial webcasts delivered a record online audience – nearly 5,000 viewers in less than six months – and increased exposure that powered significant investment.

Mediasite has quickly become the webcasting platform of choice for events hosted by Noble's prestigious Capital Markets Group. Sonic Foundry Event Services created a valuable point of difference and inspired the company to double the number of presentations captured at its next annual equity conference.

"With Mediasite, we achieved greater awareness for our presenting companies and reached new investment communities," said Pinvidic. "When you are able to use a solution like Mediasite and actually increase profits – it is truly remarkable for both our organization and our presenting companies."

## About Noble Financial

Noble Financial is a privately-held, full-service capital markets firm driven by what often is overlooked by others. Its mission is to uncover the value embedded in the orphaned, undiscovered or misunderstood company. The firm's focus is on converting market inefficiencies into profit opportunities, with the understanding that both institutional investors and corporate management have choices when it comes to financial services. The company developed a fully integrated Capital Markets Group to offer individualized and specialized services to a select group of clients on both sides of the equation. As such, the company sees itself as the conduit in the building of powerful relationships in the financial market. To learn more, visit [www.noblefinancialgroup.com](http://www.noblefinancialgroup.com).