



The bridge to possible

# Practical knowledge sharing using collaboration tools

A personal journey

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*Knowledge becomes valuable by sharing*

# Cisco Webex App

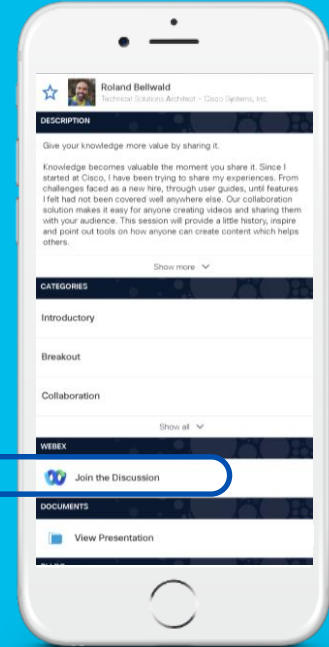
## Questions?

Use Cisco Webex App to chat with the speaker after the session

## How

- 1 Find this session in the Cisco Live Mobile App
- 2 Click “Join the Discussion”
- 3 Install the Webex App or go directly to the Webex space
- 4 Enter messages/questions in the Webex space

Webex spaces will be moderated until February 24, 2023.



# Cisco Webex App

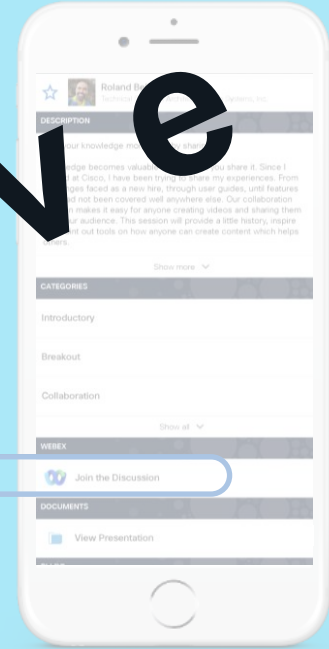
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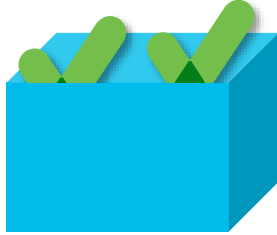
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# What is in the box?



- Personal Experiences
- Examples
- Recommendations



- Detailed Guidelines
- Document Sharing



# Agenda

- History, how did I get here?
- Why and What to Share?
- How to Share
- How to Record
- Conclusion

# History



# History, how did I get here

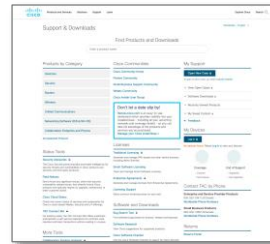
- **Project Diary** during my Cisco Services times



- Meeting a Beer Brewer in July 2015  
*Knowledge becomes valuable by sharing*



- It's on CCO (Cisco Connection Online)





# Why and What



# Why Sharing

- Helping others

*By documenting what took you more than a few minutes to find out*

- Remind yourself

*E.g. a diary for yourself and others*

- Documentation is often created by experienced people

- A long-time employee may not remember her challenges as a new hire
- A specialist may not remember his first questions
- Basics are often forgotten

- Create or support a community

*By sharing news / experience gathered*

# What could you share?

- Lessons learned
- How to...
- Gaps
- Real life experiences
- Guides
- Updates / Diaries
- New technology
- Public knowledge
- ... anything

# How to Share



# How to Share

1. Define your audience
2. Choose the channel / media
3. Create content
4. Share
5. Keep it simple

# Audience and Media Selection

Audience, who would find this information useful?

- Private / Specific people
- Internal
- External / Public

Channel / media (How would **they** like to consume it?)

- Text / Article
- Animated / Video
- Virtual, Interactive
- Classroom

 Beware of the class of information you are sharing 

# Text / Article

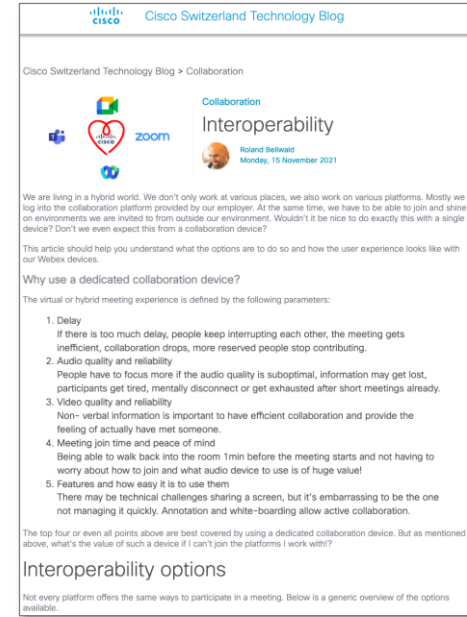
Blog post, article, reference

+ Readability

+ Searchable

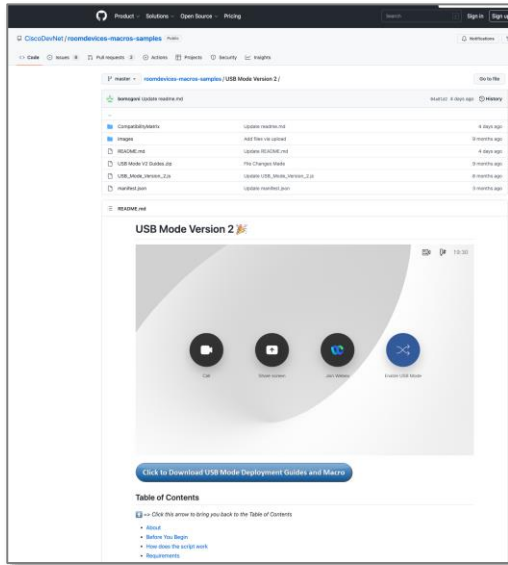
+ Easy to update / modify

— Effort to consume

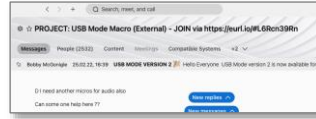


# Example: Blog Post

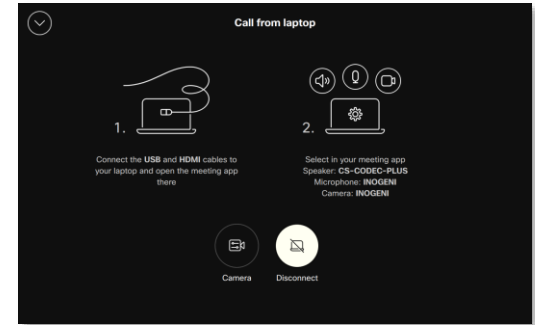
## From the script to the product



From an amazing Script...  
Thank you Bobby!



Via support  
community





...to a product



# Asynchronous Video

e.g. Vidcast

+ Simple to Create  +   
*PC and camera*

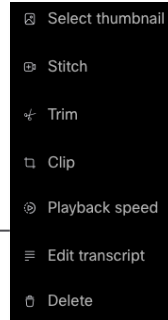
+ Easy to update  
*Trim, stitch and cut*

+ Easy import from Webex

+ Chapters

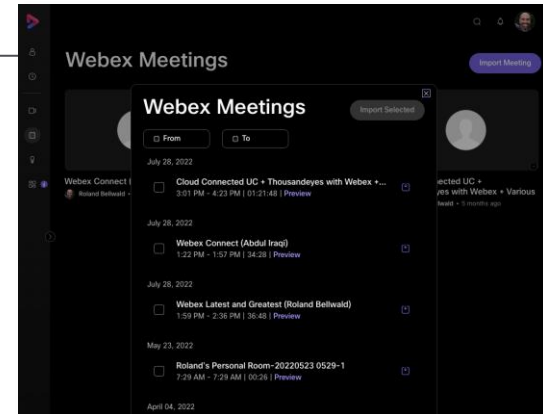
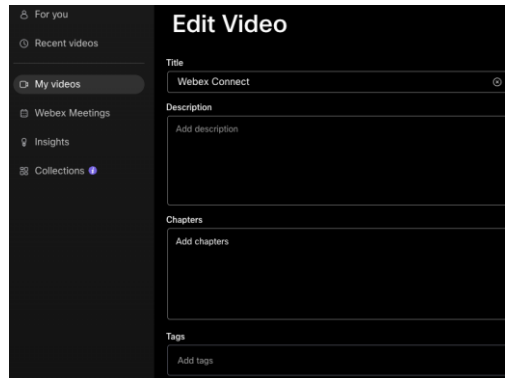
+ Tagging

+ Visibility



– Limited editing options

– (currently) no video upload



# Asynchronous Video

e.g. YouTube

+Reach

*2.5 billion users worldwide*

+Searchability

+Analytics

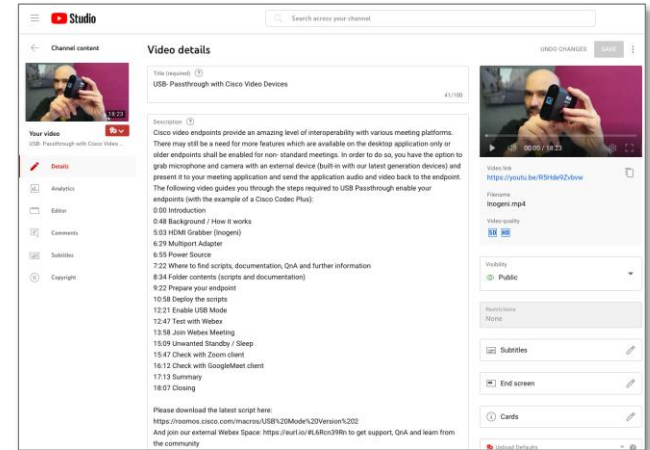


+Easy to consume

–Limited updates possibilities

–Audience management

–Advertisements



# Virtual Meetings and its Recordings

## Webex Meetings and Recordings

+ Secure and feature rich platform for smallest meetings to large webinars

+ Simple

*Just record during a meeting*

+ Import into Vidcast, enables post editing

+ Export to mp4

+ Follow stage layout

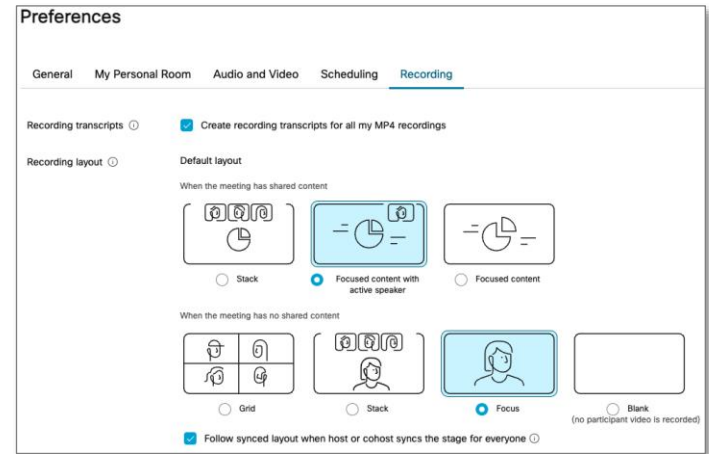
+ Transcript

– No Updates possible

– Limited Consumption options

– Limited sharing options

*Improved with Vidcast*



# How to Record



# General Guidelines

## How to record

- Storytelling

Keep the audience engaged, follow a story, follow common presentation best practices

- Show what's important, zoom in

 Audio, the most important part of video

- Video, use of multiple cameras allows cuts

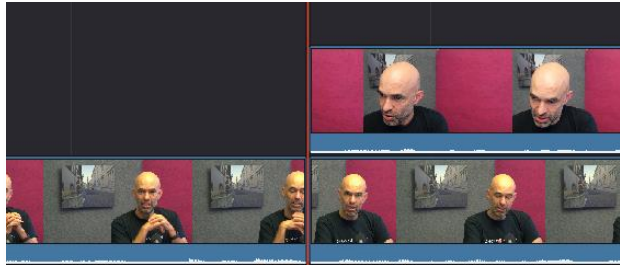
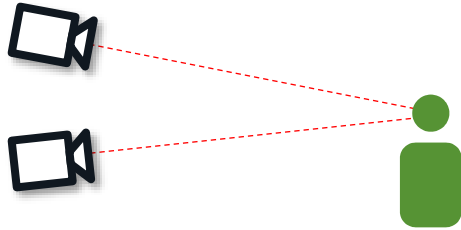
- Editing / Post Production



# Video Recording Hints

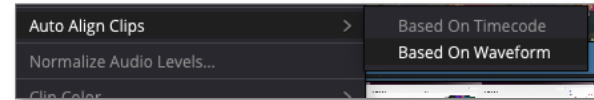
## Hard Cuts

Film from different angles, to allow cutting out unwanted parts of the presentation / interview.



## Align Videos

No matter if it's a screen recording, action cam, drone, camera, make sure to maintain audio (with a clap) in order to align the video easily via the waveform.



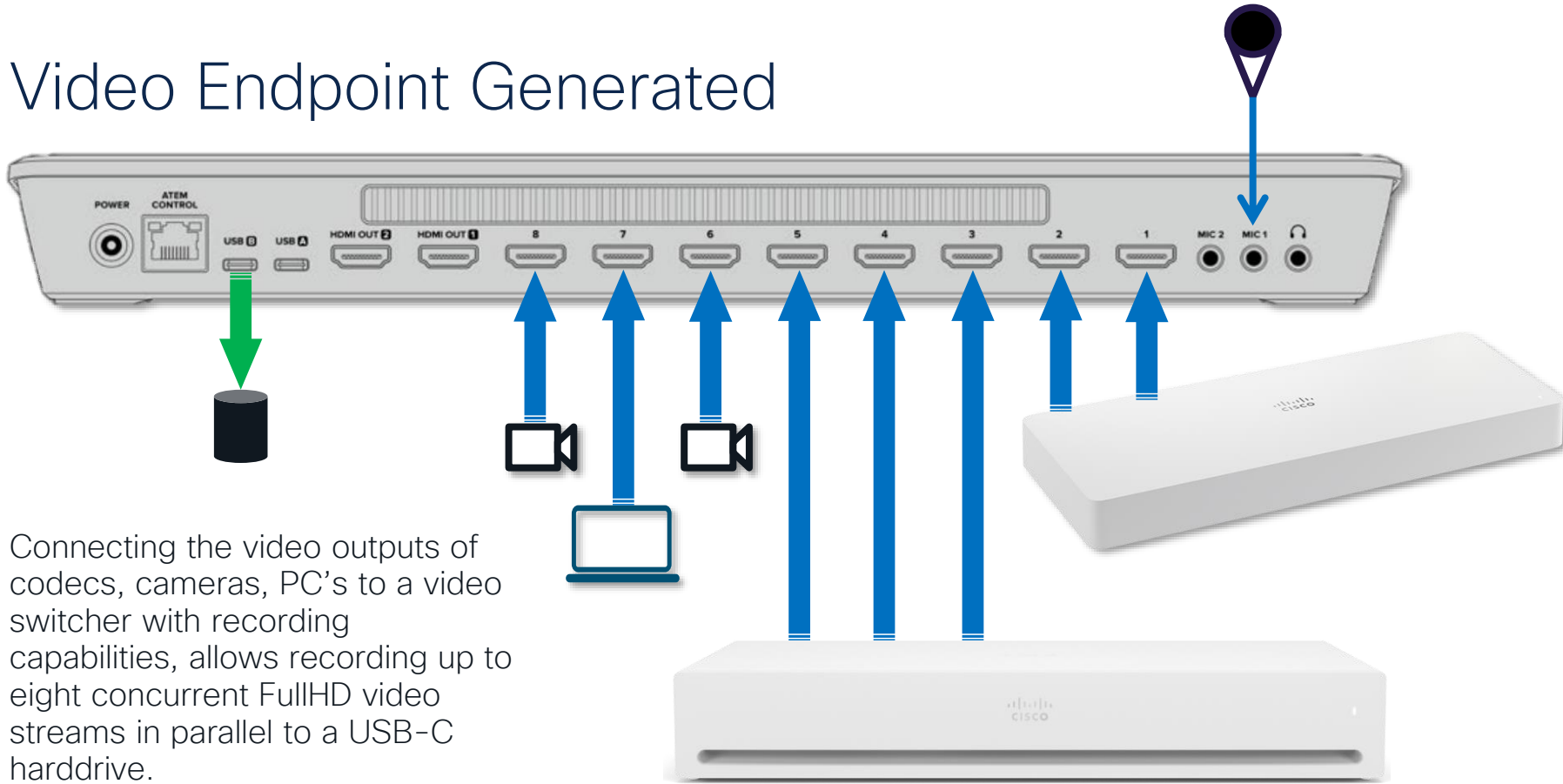
# How to Record

## Equipment

- Microphones, the closer the better
- Camera, Cisco Codecs
- GreenRoom
- Classroom setup



# Video Endpoint Generated



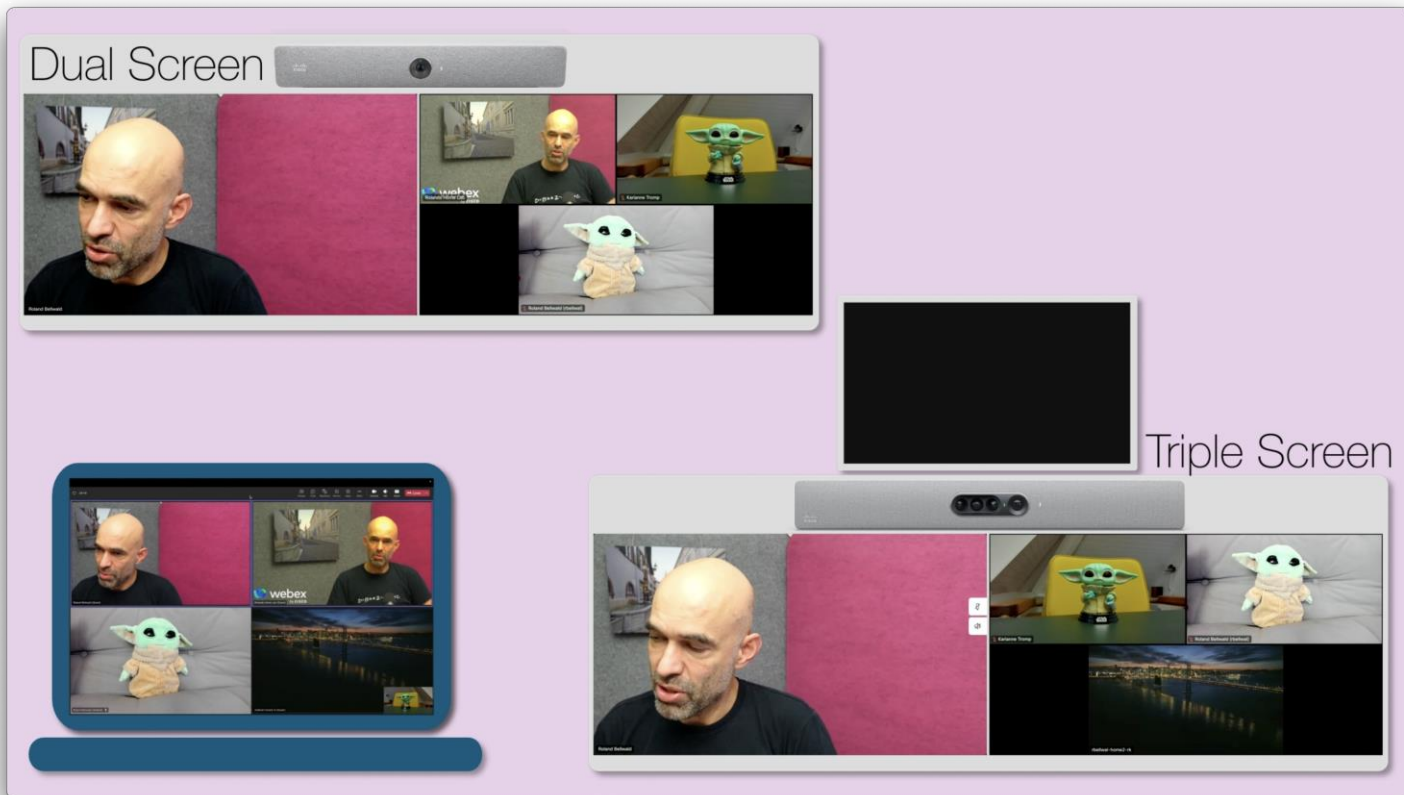
Connecting the video outputs of codecs, cameras, PC's to a video switcher with recording capabilities, allows recording up to eight concurrent FullHD video streams in parallel to a USB-C harddrive.



# Codec Generated (post production)



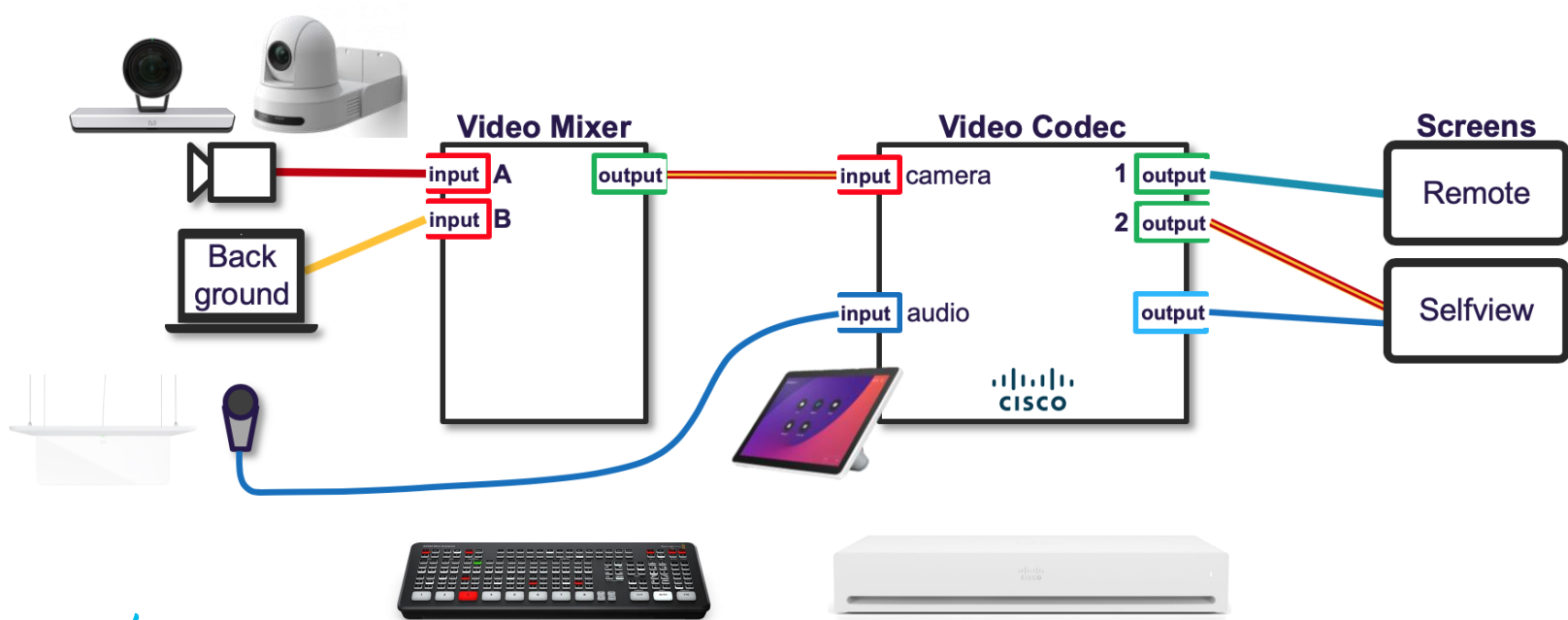
# Codec Generated (example)



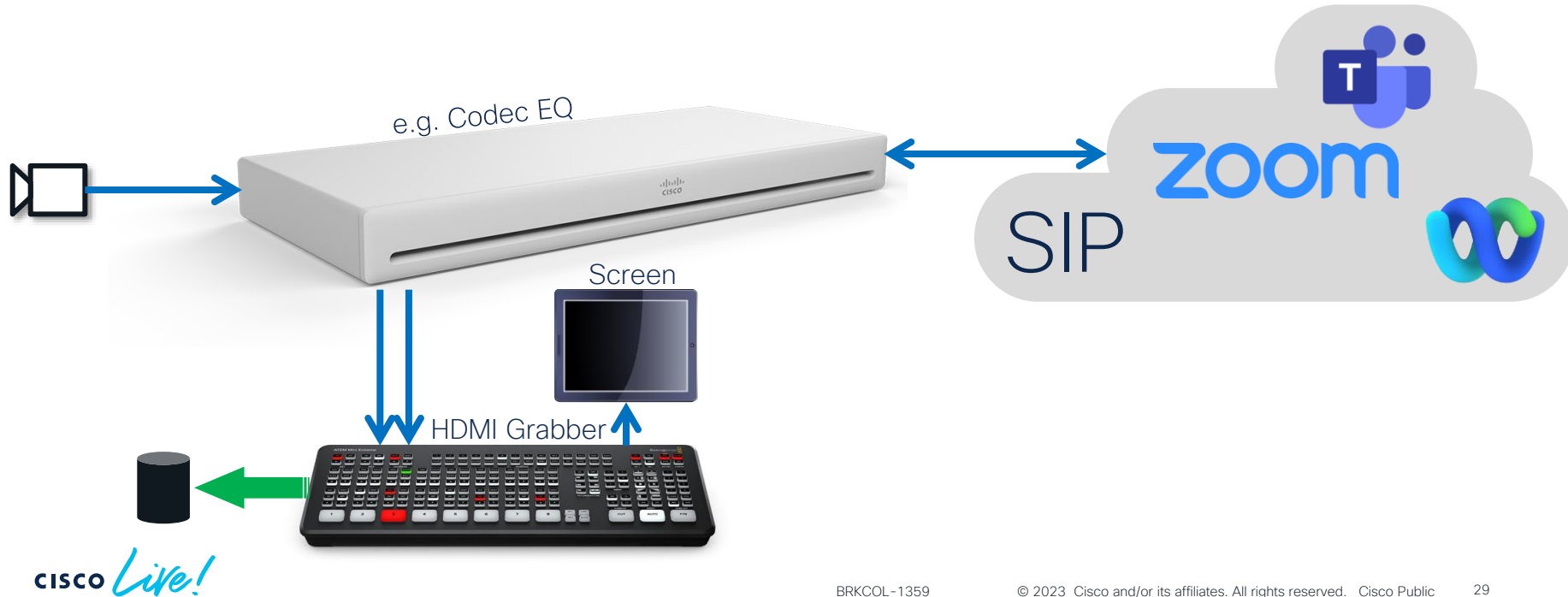
# Green Room



Lighting is crucial for the effect, audio and video quality are important.



# Virtual Meetings



# Conclusion



# Conclusion

- Knowledge becomes valuable by sharing
- Even **normal** things may be worth sharing
- Re-use what's available (video endpoints)



- Share... Feedback!

# References

- [Vidcast](#)
- [Cisco Connection Online](#)
- [Green Room](#)
- [Wordpress](#), [Blogger](#), [Tumblr](#) and [Squarespace](#)
- [USB Mode Code](#), [Blog Post](#) and [Product](#)
- [Davinci Resolve](#), [Final Cut Pro](#) and [Luma Fusion](#)
- [Blackmagic ATEM Mini Extreme](#)

# Complete your Session Survey

- Please complete your session survey after each session. Your feedback is important.
- Complete a minimum of 4 session surveys and the Overall Conference survey (open from Thursday) to receive your Cisco Live t-shirt.
- All surveys can be taken in the Cisco Events Mobile App or by logging in to the Session Catalog and clicking the "Attendee Dashboard" at <https://www.ciscolive.com/emea/learn/sessions/session-catalog.html>





# Related Sessions

- BRKCOL-1102  
Video Production and Webex, Using the Webex Service and Webex Endpoints to Enhance Your Events and Presentation by Justin Jordan
- BRKCOL-2994  
Webex and your Home Office: Always Look and Sound Your Best! by Justin Jordan

# Continue Your Education



Visit the Cisco Showcase for related demos.



Book your one-on-one Meet the Engineer meeting.



Attend any of the related sessions at the DevNet, Capture the Flag, and Walk-in Labs zones.



Visit the On-Demand Library for more sessions at [ciscolive.com/on-demand](https://ciscolive.com/on-demand).



The bridge to possible

# Thank you

CISCO *Live!*

CISCO *Live!*

