

# ipso-facto

PRODUCTIONS

Official  
Selection  
150 International  
Festivals



## Global

## Understanding

## Communication

Winner

San Francisco

Winner

Mannheim

Winner

New York

Winner

Chicago

Winner

Australia

Winner

Atlanta

Winner

Yamagata

Winner

Bangkok

Winner

Houston

Winner

Sydney

Official  
Selection

Zanzibar

Official  
Selection

Taiwan

Official  
Selection

Rhode Island

Official  
Selection

Rio de Janeiro

Official  
Selection

India

Official  
Selection

Thessaloniki

Official  
Selection

Amnesty  
International

Official  
Selection

Singapore

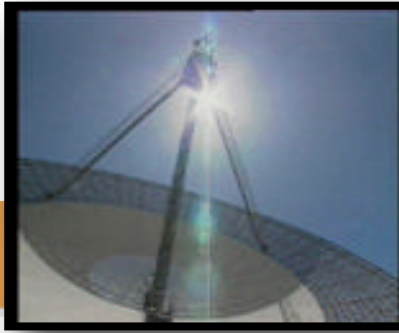
Official  
Selection

Munich

Official  
Selection

Spain

# Overview



## [ Company Profile ]

**Ipso-facto Productions** is an *International Award Winning* company that specialises in *Creative Business Communications* that form effective *Business Development* Tools for Marketing, Public Relations, *Investors*, *Staff* and your bottom line.

Our Business Development experience provides tailored solutions to suit **your** requirements. We produce programs that Win Awards for some of World's leading companies, **JPMorgan Chase & Co**, the **RTA**, **Telstra**, **AXA**, **Toyota**, **BHP Billiton**, **AGL**, **Volkswagen Australia** and **ACP**.

## Global Recognition







## [ Global Success ]

Receiving invitations to over 150 International Film Festivals, Wayne's films have Won Awards and Acclaim in many cities in India, United States, Japan, Brazil, Germany, Mexico and across the Globe.

### *SOME HIGHLIGHTS INCLUDE:*

International Awards Presented includes<sup>W</sup> Thailand's **HRH Princess Ubol Rattana**.

Japan's **"Most Popular Film"** of the Festival Mayor of Zushi City Council **Mr Kazuyoshi Nagashima**.

– the only Film produced in Australia to Win at the highly Prestigious **The Yamagata International Film Festival** in 15 years.



**Global Communications**  
**Cost Effective**  
**Outcomes**

[ **A Royal Award, Sold Out and Winning @ Bangkok International Film Festival** ]



[ Thailand's **HRH Princess Ubol Rattana** – presenting to **Katherine Deneuve** ]



Producer - Director Wayne Coles-Janess presented with the Independent Spirit Award by the **Honourable Minister Peter Garrett**.

**Drama and Documentaries have received Won Awards and Acclaim from Festivals across the Global. Give your Company an advantage in marketing.**



## [ Company Services ]

ipso-facto productions provides Creative **A-Z Solutions** and handles all aspects of:

**Production**

**Marketing**

**Public Relations**

**Investor and Promotions**

**Product launches**

All in house production including:

**Project Brief - Creative**

**Project Management**

**Website Development**

**Cyber Marketing and SEO**

**High Quality Web Video**

**Video New Releases - Editorial**

**Media Education and Training**

**Capacity Building**

**Capital Raising Investor**

**and Shareholder Presentations**

Supporting Government Ministers as well as Businesses and Companies while working within their Budget and Strategies.

We ensure that all Your Requirements are met and deliver *cost effectively* from Launches, DVD, and or for the Web.

Effective Communications Solutions, whether a *strategy*, or a Video for *Enhancing Marketing & Public Relations* or *Internal Staff Training*, we will be able to offer a Solution to suit *Your Needs* and Budget.



– *Confident that it is all being Managed and produced by a Proven Award Winning Company.*





## [ Marketing ]

ipso-facto Productions are specialists in producing “Tools” for your target Audience and Objectives; – for *Clients, Investors, Staff, Shareholders*, or the wider *Community*. Producing effective material for your *Internal* and *External* Communication Strategy.

Meeting your Company’s Objectives, be it to increase *Sales, Improve Staff Motivation*, or Brand Awareness, is important to us.

We collaborate with you to produce a concise brief of the *Aims and Objectives, the Target Audience, and a Budget for the project you have in mind*.

## [ A Video for your Website ]

We are committed to designing Programs that support a Communications Strategy across mediums and platforms, through to *Web Videos* designed to complement your company’s Investor and or Community Relations.

## [ Reputation Enhancement ]

*A Major Company Project, Trade Event or Marketing Mission?* - Define your Scope?

– Communicate to stake and shareholders outcomes with a Professional Documentary record of the Progress and future of this Stage or Proposed Project.

*We produce in a Style that suits  
Your Company, Reaches Your  
Audience and Within Your Budget*

Our International Awards cover Drama, Documentary and “Creative” Blue Chip Communications, Training programs and or Business Investment – Promotional Assets.

**Helicopter, Underground, Remote  
and “Hazardous Environments”  
professionally with no impact on  
Operations. Specialists in  
working with different Cultures  
around the World.**





## [ Processes ]

**ipso-facto Productions** has fully equipped Production and Post-Production Facilities – always at the forefront with the latest technological innovations to ensure the *Delivery* of a Superior production - outcome.

Be it for the Web or High Definition Projection at a *Product Launch, Trade Show* or *Mission*.

You can be assured of our *complete commitment* to the Production of an effective Communications solution to support the Realisation of Your Specific Objectives.

## [ Concept – Script – Style – Ideas ]

We work with your initial Concept, or Brief and Budget and develop it into a Comprehensive Marketing Plan, Developed and Produced at an *International Award Winning level*.

## [ Consultancy Process ]

- Not a “*Point and Shoot*” Production Company, we provide **Creative** and **Strategic**:

- **Assessments** and **Communication Planning**:

- to enable Your Communications strategy to achieve maximum effectiveness.

- **Fast Reliable Communications**:

- with the rest of the World, coupled with a High end Media experience. We assist with the “*Media Organisations getting it Right*”

- **Websites & VIDEO**:

- Enhanced Website Development & Presence for Business, Global organisations, Governments, Industry Sectors for the promotion of Investment and Trade.

- **Benefits**:

- Plans, Projects, Programs are Produced in-house to ensure **confidentiality, efficiency, Highest Quality** and saving you **Time and Costs** with added Convenience.





# Process



## [ Production ]

Our Quality productions demonstrate that Your Program can *Win Awards* and *Recognition* for your Projects and Products.

— the unique demands of filming (marketing) in *Boardrooms*, *Cat Walks*, to the jungles of Papua New Guinea and the deserts of Iraq.

— Our Multi-Award Winning Broadcast Standards, along with a minimal Multi Skilled Crew, ensure Cost effective production with *no impact* on your Operations.

## [ Post-Production ]

All Post-Production is carried out completely in the Digital domain, ensuring no loss of quality from the time of production to delivery of the *Final Product*. — Our audio facilities, ensure a high degree of Creative, while Saving Time, Management and Costs.

## [ New Media : Delivery Services ]

Filmmaker finds technology gold at the end of the Rainbow



Award winning documentary filmmaker Wayne Coles-Janes found technology gold when he used his G4 [PowerMac](#) to complete all post-production work on his latest project, "Life at the End of the Rainbow".

Coles-Janes is an international award winning producer, director and writer of drama and documentary programs. His films have been selected for more than 55 international festivals, picking up a slew of awards along the way.

He has more than 13 years experience working in the Australian film industry in both creative and technical positions and has been associated with a number of highly successful television and film projects including: *On The Border of Hopelessness*, a dramatic chronicle of travellers passing through a remote service station in the wheat belt of Central Victoria and; *Bougainville - "Our Island, Our Fight"*, a documentary about the struggle for independence on the island of Bougainville. His TV credits include the ABC's *Foreign Correspondent* and SBS's *Front Line* series.

"I started using Apple equipment seven years ago when I first graduated from film school and I've never found a reason to change. Apple hardware has a natural synergy with film production and I'm looking at using their Final Cut Pro software on future projects as it offers better audio production capabilities than Media 100 and is more affordable than a Pro Tools suite." — Filmmaker Wayne Coles-Janes



**WEB VIDEO:** A Cost effective way to Delivery your Message.

We deliver to Any and All Formats for the Web video including H264 and Flash. Complementary **Streaming and Hosting** from our **Reliable, Fast Servers**.

To Interactive DVD's and Broadcast Masters.



# Communication



Videos via the Web or Directly help Companies to *implement change, engage and motivate Staff*, and build their Skill-Base more effectively and efficiently than conventional methods.

An On Site up to date Training and a Site Induction video is often a requirement under *Occupational Health and Safety* guidelines.

[ Investors for Major Projects, or Export Enhancement ]

Our Programs Effectively Communicate with *Communities and Project Stake-Holders, Potential Investors and Customers.*

*Perceptions are your Reputation,*

*Invest in YOUR Reputation.*

[ We Talk to your Audience ]

## MARKETING

**RESEARCH AND ANALYSIS  
PUBLIC RELATIONS  
POSITIONING AND BRANDING  
CRISIS MANAGEMENT**

**PERCEPTIONS OF YOUR COMPANY  
VIA  
PROVEN COST EFFECTIVE METHODS**

### DIGITAL PRODUCTION

**AUDIO-VISUAL COMMUNICATION TOOLS  
PERCEPTION MANAGEMENT  
INVESTMENT PROMOTIONS  
REPUTATION DEVELOPMENT  
BRAND & CRISIS MANAGEMENT**

### NEW MEDIA

**WEBSITE DEVELOPMENT  
CREATIVE CONSULTING & COPY  
CYBER-MARKETING  
SEARCH ENGINE OPTIMISATION  
VIDEO FOR WEB**

## AUDIENCE





# Key- Benefits



## [ New Media- New Methods – New Results ]

### The know-how

- International Award Winning Communications Company
- Proven Global Capabilities
- Extensive New Media and international Broadcast Experience

ipso-facto employs cyber-marketing campaigns strategically and Globally

- Our Fast, Reliable Servers are designed for High Quality Video Streaming; offering reliable and valuable results
- Across “MEDIA” – print, web, video multi-modal and project efficiency
- ipso-facto Productions’ “from Concept to Delivery” means we work in an efficient and cost-effective manner - providing maximum results

- Global and Cross–Sector Experience
- Mediation and Workshops in Conflict and Post Conflict Reconciliation
- Not a Standard PR Agency approach, NO - “formulaic strategies”

***Ipso-facto Productions assesses your specific needs. Then Scopes, Develops and implements the most suitable and effective strategies - Then Produces High Impact Marketing tools***

- Communicating to existing and potential Investors – Creating a Positive “feel good” factor
- ipso-facto Productions creates Cultural Awareness and Interest Building for **Branding and Reputation Development and Management** at Trade and Cultural Events - Nationally and Globally

# Background



## [ For You ]

**We Work Anywhere, Anytime...**

Underground Longwall Mining to Bridge Construction. We have Documented Aid reaching the remotest Areas in the World. We've spent months filming in Iraq, for the Prestigious, **60 Minutes** and months in the Jungles of the Pacific.

## [ For Cinema ]

The Feature documentary, "***In the Shadow of the Palms***", is the most successful International Australian Production to date.

Other Programs include *Award Winning Drama* and *Documentaries*, *On the Border of Hoptown*, *Life at the end of the Rainbow*, *Bougainville - "Our Island"* and *Big City of Dreams*. - We also consult in the Background in a Variety of Capacities, such as *Pre-Visualisation* on the **Oscar winning Moulin Rouge**.

## [ For New Media ]



- Video and Websites: Apple Computers has acknowledged ipso-facto as being at the forefront of Technology and International Digital Media production and we are pleased to be Featured on their Website for Professional solutions.

## [ For Television ]

For Television Award Winning Projects for some of the Highest Rating programs on television: for the Prestigious, **60 Minutes**, ABC's Flagship program - **Foreign Correspondent**, SBS's 13 part series - **front up**, and **The Movie Show**.

Internationally, we supply programming for the **ABC, BBC, Channel 4, CNN, CBC, NHK** and **American Broadcasting Corporation** and Networks from Japan to Spain.



# Contact



***Want to Get Started? Need a Concept? Call Us***



### Bullet-proof boredom

Confirming the suspicions of most people forced to endure a meeting or conference presentation, research by audiovisual technology company Scene Change has found that the standard bullet-point business presentation is an ineffective way to communicate with an audience. The firm surveyed people who had attended a conference or business presentation in the previous three months. It found that 71 per cent of respondents rated the general standard of business presentations they saw as "below average" or "poor". Only 9 per cent had seen a presentation that they rated as "excellent". Just over half of the respondents (52 per cent) said they would prefer to receive PowerPoint material via email because having a presenter read it out added little to the live presentation. Respondents were also asked to estimate their typical attention span during presentations. On average, presenters have 11 minutes before their audience starts reading ahead, daydreaming or checking email.

<b>MOST ANNOYING SPEAKER HABITS</b>	<b>MOST EFFECTIVE SPEAKER HABITS</b>
1. Projecting all their words on the screen then reading them out.	1. Having a clear understanding of the audience's interests.
2. Trying to deliver too much information.	2. Using stories or anecdotes that bring facts to life.
3. Over-use of jargon and industry acronyms.	3. Use of pictures and video.
4. Hiding behind the lectern and avoiding eye contact with the audience.	4. Keeping within the available time.
5. Monotone voice.	5. Being open to audience interaction.

**EFFECTIVE PRESENTATIONS ARE ONES THAT USE HIGH QUALITY VIDEO PRODUCTIONS: POINT 3** [www.brw.com.au](http://www.brw.com.au) | April 2-8 2009 51

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**View Trailer Here**

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