

# BRELLA



CAPABILITIES

# COMMUNICATIONS

**BRELLA**

**COMMUNICATIONS**

**LEARNING**

**VIDEO**

**EVENTS**

**ABOUT BRELLA**

You've got something to say. Let us help you say it.

Content strategy reigns supreme in the overcrowded, over-hyped world of digital communications. In this delicate environment, one wrong step could spell disaster for your brand. Carefully crafting each communications touchpoint for optimal engagement will allow you to safely navigate through online clutter.

Since 1992, we have served as creators and caretakers of client messaging across every medium imaginable. With words, images, and lines of code, we have woven compelling narratives that feed the necessary connections to sustain, grow, and help businesses thrive in ever-changing market environments.

## **Brella Advantages:**

- Writers with expertise in long and short form technical and educational content.
- Video production teams with a deep expertise in global location filming and ability to deploy within 48 hours or less.
- Compelling visual designers and motion graphics artists to expressively illustrate even the most technical subjects.
- Veteran event producers, technicians, and artists skilled in virtual and in-person design and production.
- Developers skilled in the creation of touchscreen and digital applications for expos, point-of-sale, and customer support.
- Dedicated project managers with deep understanding of high stakes, quick turn, complex projects.

# LEARNING

**BRELLA**

COMMUNICATIONS

**LEARNING**

VIDEO

EVENTS

ABOUT BRELLA

## The impulse to learn is natural. We'll help you nurture it.

First, you need clarity: an unobstructed path leading from one concept to the next, incremental, and easy to follow.

Next comes the hook: an irresistible element that sparks your audience's interest, driving them to actively engage with the material you present.

In the end, you have assessment: a frank appraisal of how well your learners engaged with, understood, and retained what they set out to learn.

Decades of both adult and preK-12 projects have given us deep insights into what drives and inspires different types of learners. We'll help you create a clear path to:

- eLearning course development
- Interactive AR/VR training
- Live and virtual training meetings and events
- Video, animation, and motion graphics production
- Customer education tools
- Corporate compliance training development
- Articulate and Captivate design and development
- PowerPoint design
- Field-based sales staff training applications, and more...

# VIDEO



**BRELLA**

COMMUNICATIONS

LEARNING

**VIDEO**

EVENTS

ABOUT BRELLA

Emotion drives engagement, and no medium delivers emotional impact like video. From product demos to patient journeys to how-to guides and tutorials, we deliver high-quality, creative content that captivates, resonates, and inspires.

## Video Production

- Domestic and international video production units
- Portable virtual meeting/streaming solutions
- 24/7 production and post-production availability
- 4K on-line edit suites
- Podcast production
- Product video and photography
- Documentary and narrative directors
- Drone and 360-degree capture
- AR/VR
- 3D animation
- Motion GFX
- Chicagoland-based audio recording and greenscreen studios

# EVENTS

**BRELLA**

COMMUNICATIONS

LEARNING

VIDEO

**EVENTS**

ABOUT BRELLA

Meetings and events are complex machines with lots of moving parts. Whether you are hosting an in-person national sales meeting, a virtual global conference, or a multi-day hybrid training, our experienced strategists and production teams will keep things running smoothly, anticipating complications, and catching them before they become problems.

## Events

- Creative production design and support
- Full lifecycle production (Dev, Pre, Principal, Post)
- Full virtual event/meeting support – live, simulative, and on-demand
- Meeting AV coordination and management
- In-person, virtual, and hybrid attendee experience design
- Venue scouting and pre-visualizations
- PowerPoint design and clean-up
- On-site meeting producers and presentation specialists
- Electronic signage design
- VR/AR live or downloadable experiences
- Content development and speech writing
- Presentation coaching for KOLs, execs, and on-air talent
- Expo booth technology design – touchscreen and media experiences

# A BIT ABOUT BRELLA



**BRELLA**

COMMUNICATIONS

LEARNING

VIDEO

EVENTS

**ABOUT BRELLA**

A 30+ year-old, privately held, WBE/WOSB certified company, Brella Productions combines the creative and strategic services of a traditional agency with top-tier, in-house production capabilities to provide comprehensive internal and external communications and learning solutions. We pride ourselves on providing white glove service for global clients.

Headquartered next to Chicago in Evanston, IL, we have team members across the U.S. and routinely dispatch crews around the world to meet the unique, 24/7 needs of our clients.

# BRELLA

1601 Simpson Street

Evanston, IL 60201

847-864-4040

[www.brella.com](http://www.brella.com)

[sales@brella.com](mailto:sales@brella.com)

© 2023 Brella Productions.