

APO offers online press conference, interactive webcast

APO (African Press Organization) has released two videos on its press conference services that could save PR agencies, corporates and international organisations up to 50% of their current costs on online press conference and interactive webcasts.

Much of the budget dedicated to press conferences is usually allocated towards travel expenses and venue rentals. Venue costs obviously also incur other unexpected extra costs such as beverages, audio sound equipment and most often, it is not usual to be required to pay each journalist transportation fees and per diem.



Saving costs

Over the past five years, APO's online press conferencing and interactive webcast solutions have been used by some of the world's largest companies, institutions and organisations.

"PR professionals are facing budget reductions and therefore are unable to have face-time with journalists from all 54 African countries. Most African journalists cannot afford air tickets and accommodation to attend an international press conference. With online press conferencing and interactive webcast, journalists now can participate to a press conference without having to leave their desk," says Nicolas Pompigne-Mognard, Founder and CEO of APO (African Press Organization).

For more information, go to Online press conferencing: <http://goo.gl/iu945x> or interactive webcast: <http://goo.gl/BVCzuE>.

For more, visit: <https://www.bizcommunity.com>