

REINVENTING ANALYST DAYS: HOW AMD MADE ITS WALL STREET COMMUNICATION AS INNOVATIVE AS ITS TECHNOLOGY



CHALLENGE

AMD had three major goals in mind for its Technology Analyst Day: to increase participation, to make the webcast more user friendly, and to capture additional mindshare.

SOLUTION

Thomson Reuters produced a live video webcast with video roll-in to deliver AMD's message to over 1,000 viewers who could not attend the event in person. The webcast was also archived and made available on demand for those who preferred to view the event at a more convenient time—especially those viewers located in different time zones. To address AMD's desire to build brand awareness, Thomson Reuters customized the webcast player to feature AMD's logo and brand identity. Presenter-controlled PowerPoint slides were also integrated to accompany the audio and video presentation to increase the comprehension and retention of the individual presentations.





Partnering with Thomson Reuters allowed AMD to share the enthusiasm its management team brought to the company's Technology Analyst Day with a global audience.

The lights dim and scenes from a major motion picture that utilized Advanced Micro Devices (AMD) products in production flash across the screen. This star-studded intro isn't exactly typical of an analyst day on Wall Street, but the inventive approach is no surprise to analysts covering AMD—a leading global provider of innovative microprocessor solutions.

AMD didn't always video webcast its bi-annual analyst day. Prior to 2003, the company relied on an audio webcast presentation with synchronized slides. Although audio webcasts ensured AMD the ability to deliver a consistent, straight-from-the-source message, the investor relations team wanted viewers to feel like they were actively participating in the event. It was important to the company for its audience to feel the excitement and buzz surrounding AMD's ground-breaking technology and new product announcements, no matter where they were located.

SELECTING A VIDEO WEBCAST PARTNER

AMD decided to seek out an advanced multimedia solution with three major goals in mind: to increase participation, to make webcasts more user friendly, and to capture additional mindshare by differentiating their company and brand. In order to accomplish these goals, they chose Thomson Reuters, a global leader in webcasting and event services.

AMD selected Thomson Reuters for the depth and breadth of webcasting services it offered, as well as its superior video webcasting customer service. "Video webcasting customer service is one of the biggest differentiators at Thomson Reuters. Its team is highly qualified and very hands-on with us," says Ruth Cotter, Senior Manager Investor Relations for AMD. "What I most appreciate is that they are consistent, event to event,

so I don't have to start over from scratch each time. I am delighted that they continue to deliver quality webcasting results—as promised and on time."

THE REVIEWS

Participants responded positively to AMD's announcement that it would video webcast the event bi-annually. Reports indicated that the decision to archive the indexed webcast—segmented by speakers to allow users to skip directly to topics of interest—on AMD's website was particularly of interest to those who were unable to attend the live event.

AMD's international audience, specifically in Asia and Europe, were pleased about the availability of the archived webcast. It was a welcomed change to see the management team rather than simply hear their voices. More importantly, the archived webcast allowed them to review the event during regular business hours at the comfort of their desk—regardless of country or time zone. Enabling the international and domestic audiences to feel like active participants in the event has gone a long way in supporting AMD's efforts to build a community that includes all of its global stakeholders.

Partners and customers enjoyed the ability to incorporate rich media into their presentations during Technology Analyst Day. For example, the movie clip was part of a presentation with an AMD customer. The customer, who created the special effects for the movie, leveraged AMD64 technology in their 3-D work stations and wanted to showcase the impressive results. In addition, other AMD technology partners presented with AMD during the event. These companies were able to demonstrate how their technologies worked together, as well as discuss the



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strategic importance of their partnerships. AMD’s Ruth Cotter adds, “Having customers and partners actively participate in the event speaks volumes to investors.”

REACHING AMD’S GOALS

With the help of the Thomson Reuters video webcasting services, what began as a modest event with approximately 300 participants swelled to one that attracted over 1,000 attendees.

Cotter concludes, “Video webcasting has been a real marketing opportunity for AMD to showcase our brand and product line. Partnering with Thomson Reuters has allowed us to leverage a

powerful communications solution, enabling a global audience to share the enthusiasm that AMD’s management team brings to our Analyst Day events.”

Clearly, after a 300% increase in attendance, enthusiasm has proven to be contagious.

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