

Zephan Moses Blaxberg  
410-205-6212  
zephan@zmbmedia.com  
www.zmbmedia.com

# ZMBmedia

CAPABILITIES DECK



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# Introduction

ZMBmedia provides full-service live streaming production services for brands, agencies, associations and more. Based in Baltimore, MD, our experienced video production, livestreaming and virtual events team delivers broadcast quality webcasts that are engaging, interactive and most importantly, results-driven.

At ZMBmedia, we take the technology stress away from organizers and presenters. We let them focus on more important things like the content. Our goal is to make each show look like a network TV primetime broadcast and not community access, or a plain Zoom call. We do this by putting our 30 years of combined video production experience behind every project, using the best equipment, latest technology, and talented crew members.

We pair our clients with smart, efficient and interactive live streaming strategies, video production workflows and technologies to engage target audiences and move them to act. Whether you're streaming from a live event venue, our Baltimore studio or any remote Washington, DC, Maryland or Virginia location, we have a full-service webcasting solution that aligns with your objectives and budget.

It is so important to choose the right Company with the right combination of professionals with a proven track record and a history of successful events. With only one shot to make the right first impression, ZMBmedia will deliver a phenomenal experience.





# Why Livestreaming

Broadcast your live conference or event to audiences worldwide.

Reach more people with a live conference solution. Connect with your audience wherever they are with our live streaming solutions.



Reach



Engage



Return On Investment

Accessibility, Diversity and Inclusion have been crucial for organizations, corporations and events when it comes to reaching a greater audience. From closed captioning to livestreaming in multiple languages, we have worked with American Sign Language interpreters, spanish translators and more to create an event that can provide greater access to attendees. In fact, adding these accessibility features took one of our clients from 600 in-person attendees to 14,000 virtual attendees - a 23x ROI and increase over previous conferences.

One of the keys to a virtual event is discovering new ways to interact with attendees and to provide a personal touch that might not be found in a simple Zoom meeting. By leveraging interactive polls, text-to-vote, chat rooms and additional third party platforms, your events will become a dynamic experience that keep participants engaged throughout.

Virtual events are affordable when compared to an in-person event. Imagine being able to save money on hotel room blocks, transportation fees for your team members, meals, coffee breaks, astronomical internet fees, breakout room expenses, projectors, lighting, microphones, etc. It's no secret that hotels charge extraordinary fees to rent audio visual equipment. By working with us, you'll gain transparent and fair pricing for the whole event.

# Why ZMBmedia

Backed by an extended network of over 8,000 videographers and video production professionals worldwide, ZMBmedia has been providing livestreaming and video production services since 2010. Our team of local professionals allows us to scale your needs from one technician to a full team. We provide a modest studio space for livestreaming and have partnered with local production companies to provide a broad network of locations for your next event.

Our client list includes hundreds of local non-profits, associations, schools, universities, hospitals and government officials. We also make it a priority to network with industry professionals and equipment manufacturers so that we can provide the latest innovations and solutions for livestreaming to our clients.

Zephan Moses Blaxberg is a #1 Best-Selling Author, former podcaster and TEDx speaker. As a graduate of James Madison University's digital video and cinema studies program, Zephan produced videos for information marketing pioneers Bill Glazer and Dan Kennedy at Glazer-Kennedy Insider's Circle. He produced one of the first "web tv" shows on YouTube that ultimately generated a million dollar revenue stream in less than 278 days for GKIC. After a brief time working for Apple, Zephan determined the best way to provide high quality video production services to the Baltimore area was to create ZMBmedia in 2013. Since that time ZMBmedia has opened a studio located in Owings Mills, Maryland and works with Fortune-500 companies and executives. Learn more at [www.zmbmedia.com](http://www.zmbmedia.com)



# Our Clients

## Local Clients

Johns Hopkins University, Sheppard Pratt, Beth Tfiloh Congregation, Goucher College, The Bozzuto Group, University of Baltimore, St Marys Seminary & University, Glenelg Country School, Future Care Health Management, Maryland State Youth Soccer Association, Georgetown University, McDaniel College, Baltimore City Public Schools, 21st Century School Buildings Program, A&G Management, Advocates for Children & Youth, Zelky's Beach Arcade, Senator Bobby Zirkin, Chesapeake Geosystems, Computer Services Unlimited, Diamond Medical Laboratories, ETC Baltimore, Gertrude's Restaurant, Harkins Builders, Jewish Community Services, Newlines Institute for Strategy & Policy, Notre Dame Preparatory School, Orthopaedic Associates of Central Maryland, Pikesville Owings Mills Regional Chamber of Commerce, Sheldon & Sons, South Baltimore Learning Center, Suburban Orthodox Synagogue, Technically Media

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## National Clients

Mental Health America, BBYO, Aspen Dental, The Catalogue for Philanthropy: Greater Washington, Cure HHT, Kids Bowl Free, Pergola Depot, Reason Foundation, Scottish Terrier Club of America

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## Celebrities and Public Officials we've virtually recorded and interviewed

Kevin Love, NBA, Jewel, singer, Bakari Sellers, political commentator and political, Maurice Benard, General Hospital, Solomon Thomas, NFL Player, Kenneth Cole, Dr. Anthony Fauci, CDC, Andrew Tisch, co-chair of Loews Corporation, John "Johnny O" Olszewski, Jr., County Executive, Baltimore County, Maryland, Israel "Izzy" Patoka, Councilman, Baltimore County, Maryland, Julian E. Jones, Jr., Councilman, Baltimore County, Maryland, Peter Franchot, Comptroller, State of Maryland, Michael Harrison, Baltimore City Police Commissioner, Rev William Lori, Archbishop of Baltimore, Jill P. Carter, Maryland State Senator, Sandy Rosenberg, Maryland State Delegate, Gordon Ramsey, celebrity chef, Governor Larry hogan, Bryan Stevenson, Lawyer & Social Justice Activist, Deni Avdija, NBA player for Washington Wizards, Adam Kantor, Broadway Actor, Writer and Producer, Baltimore City Mayor Brandon Scott, Maryland State Senator Jill Carter

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## Top Level Executives

Bank of America, Blue Cross & Blue Shield of Rhode Island, COTY, Covergirl, Dash Hudson, Dial Soap, Goop, Hatch Beauty, Kohl's, L'Oreal USA, National PTA, National Juvenile Justice Network, Neiman Marcus, Netflix, OLLY, Patagonia, Peloton, Rimmel, Sally Hansen, Sephora, Signet Jewelers (parent company of Kay Jewelers, Zales, Jared, and Piercing Pagoda), Talkspace, The Honest Company, TikTok, Unilever, WD-40, WWD, Wells Fargo



# Our Studio

Our modest 875 square foot studio is located in Owings Mills Maryland next to the Stevenson University campus. With easy access to I-796 and the I-695 Baltimore Beltway, we serve the local community of Owings Mills, Reisterstown, Pikesville, Towson and beyond.

The 15x20 foot main studio is ample space for one or two camera interviews and livestreams. We can comfortably seat 2-3 members of your team as well.







You'll also find a restroom for outfit changes, coffee bar, refrigerator and microwave, complimentary coffee and drinks and a quiet space to prepare for your video project. We are also very close to many local restaurants and stores to fulfil all of your needs.

The control room allows us to livestream your next virtual or hybrid event with the latest Blackmagic Design live streaming equipment and Apple computers.

Free parking right outside our front door and gigabit fiber optic internet connections also included.

The studio is available to rent to outside organizations on a case-by-case basis. To reserve the studio space for your next project, please contact us.

Our studio supplies a controlled lighting and sound environment where we can provide backdrops including but not limited to:

-  **Green screen**
-  **Seamless paper roll**
-  **Pipe and drape**
-  **Brick wall**
-  **Creative patterns/designs**
-  **And more!**

# Our Process





# Services

At ZMBmedia, we provide a wide variety of videography and livestreaming services to our clients. We've worked with Fortune-500 companies, small businesses, non-profits, associations, hospitals and universities across the country.

Our most common services include livestreaming events and conferences, promotional and marketing videos, testimonial videos, virtual events, internal training/educational videos, as well as YouTube channels and social media content.



From small **events and conferences** with 10-50 attendees all the way up to 5,000 attendee conferences, we can provide image magnification services (with our partner vendors), we can film event footage, split the conference segments into shorter videos and more. Through our trusted contractor network we can provide videography services in the local Baltimore, MD & Washington, D.C. area as well as all over the United States. We also offer our promotional video production services as an add-on.

**Promotional videos** also known as a video business card leverage the power of selling psychology to promote your business. In a promo video you'll see interviews of the owner & staff as well as footage showing off the products or services that a business sells. As an added bonus when you place a promo video on your homepage you now have a marketing tool that works for you 24/7! We can provide promotional video production studio services in the local Baltimore, MD & Washington, D.C. area as well as all over the United States.

**Testimonial videos** are the backbone of a successful video campaign alongside promotional video production. Potential buyers love seeing videos that show real customer success stories to help them make their own buying decision. A testimonial is a great way to convert prospects to buyers.

**Virtual events** and livestreams allow you to reach a larger audience. From non-profits to major corporations, our livestreams have reached hundreds of thousands of viewers around the globe. Events can be produced live or pre-produced and edited to be streamed as if it were live. Regardless of how you choose to run your event, ZMBmedia can help you go virtual.

**Internal trainings and educational videos** don't have to be boring. With our creative editing process and interactive post-production work, you can leverage graphics, slideshows, diagrams, videos and more to help educate your audience.

**Social media content** is crucial for any business trying to stay top of mind for their clients and customers. By posting consistent content that is relative and engaging, you can reach your audience on regular intervals with short bite-sized videos. We were some of the original pioneers in YouTube content creation and to this day continue to build our own audience. We walk the walk and talk the talk.

We are ready to flex to your needs and provide you with the highest quality of services from livestreaming to video marketing and beyond. Contact us today to get started!



# Industry Examples



Baltimore City Public Schools



University of Baltimore -  
School of Law



The Catalogue of Philanthropy



Cure HHT



Beth Tfiloh Community School



University of Baltimore  
Merrick School of Business



Newlines Institute For  
Strategy & Policy



Johns Hopkins University  
Alumni Association



BBYO International Convention

# Pricing

Every project has its own set of unique needs and we've designed our pricing to be flexible for each individual client. Due to that flexibility, we offer custom tailored packages to everyone. After all, this is how we can retain fair and transparent pricing for all since we know that each client has different goals.

We don't consider ourselves the "fast casual" solution but we certainly aim to give you a 5-star service at a price you can afford.

When we price a project, we take into consideration two major factors: labor and complexity. Our labor pricing involves calculating how many of our team members will be involved and for how long. Complexity takes into account equipment needs from cameras to teleprompters, from studio time to field recordings and beyond. Some projects may require that we bring in a sound technician while others can be done simply in the comfort of our studio. Other projects might involve travel, meals and lodging for a team while some might only require a solo videographer for a few hours locally.

## Here is our promise to you:

At ZMBmedia, we promise to truly take the time to listen to your goals and ideas. Together, we'll craft a scope of work and recommend a budget for your project that suits your needs. We will price fairly based on pre-production, production and post production and we'll be transparent every step of the way. Our prices will compete with industry leading professionals and production companies across the country to deliver to you the best possible result. Every. Single. Time.

The best way to determine a price estimate before moving forward is to fill out our contact form. Be sure to include as many details about what you're looking to accomplish along with any budget requirements you may have. If you're not sure how much to budget for a project like this, be sure to let us know and we'll show you examples of past client work along with comparable pricing.



# Pricing

Here are some common questions that we receive regarding our pricing:

## Why can't you just give me a price?

Believe us when we say, we wish we could. But having a one-size-fits all type of model isn't conducive to getting you the results you want. In the end it will leave you desiring more and our team members want to give you nothing but the best.

## Why do videos (and livestreams) cost so much?

Let's start with an illustration. Let's say you are looking to buy a new house and you don't know how much to spend. You quickly realize there are some really cheap houses as well as some really, really expensive ones. Why is that? Well it depends on many factors but most of the time you get what you pay for. Now, how does this relate to video? Just like a house, there are really cheap videos and really, really expensive ones. Ultimately the price depends on what you want. We pride ourselves on providing premium quality videos that deliver the absolute most value to our clients. We're not price gaugers, we promise. Some videos can take 80 hours or more to produce. That's a lot of blood, sweat and (sometimes) tears that go into making that three minute video.

## Do you offer discounts? My cousin just started filming videos and they're pretty good.

If you are really considering having your cousin who just started filming videos create yours, then we aren't going to be a good fit regardless of a discount. We wish you the best of luck.

## Will you work for exposure, barter or sponsorship?

Do you like having money to pay your bills? So do we. If we don't charge money, we go out of business. We prefer our clients to be invested in the final outcome just as much as we are.

## Do you offer refunds?

To be honest, we've never had an unhappy client. Crazy right? So we've never had to worry about this. With that said, your satisfaction is our top priority, so we won't quit until we get it right. But if something goes wrong, we will do everything we possibly can to make it right. Scout's honor.

## How do I pay?

When signing off on your project, we'll send over a deposit invoice for 50% of the total fee as a deposit. This will reserve your filming or livestream date(s) as well as provide us with the ability to rent any additional equipment, reserve the studio or reserve our team members. Payment can be made online with credit card or a bank transfer, via check in the mail, cash, Venmo, Paypal or any other currency that is USD.



# Testimonials

“

We used ZMB Media to videotape and livestream our graduation. It was a wonderful experience! He was able to accommodate our needs with short notice. The quality was amazing. Our guests were very pleased!

“

ZMB Media did a flawless job on a recent bridal event!!! I was so impressed with how smooth and seamless everything went. The live streaming made it feel like I was there at the event in person. Amazing job!!

“

Fantastic experience working with ZMB Media over a weekend. A lot of different variables and he navigated them all efficiently, calmly and professionally. He's experienced, knowledgeable and a joy to work with.

“

I had a great experience working with Zephan at ZMB Media. He was kind, organized, knowledgeable and efficient. He did an excellent job with the live stream on our event and I would definitely seek to work with him on future projects.

“

ZMB Media allowed us to create an engaging virtual event. They handled all of the technical aspects of streaming and executed flawlessly. We have gotten nothing but rave review from attendees at our event.

“

ZMB media has done many jobs for me and each one is excellent. Zephans quality of work and attention to detail is just a few reasons why he is the best. I would highly recommend Zephan to anyone looking for a videographer!

“

ZMB Media is top-notch in every way - from quality of work to customer service. I've had the company do videos as well as live-streaming. The owner, Zephan, is a wiz at what he does. Highly recommend!!

“

We've experienced nothing but professionalism from Zephan. He's created presentation videos for us numerous times and they always demonstrate his creative, high quality work. He's a huge asset to have available.

“

Zephan and his team are by far the best I have worked with. He currently manages my YouTube channel and his editing is unbelievable. I will never use anyone else for editing and videography. It also helps that he is a badass entrepreneur as well.

“

Zephan and the ZMB team is an amazing resource! Their professionalism and communication is amongst the best that I have ever seen and worked with in my eight (8) years of being a program coordinator.



# Livestream Preparation Checklist

One of the most common questions we get asked when livestreaming is, “how can I best prepare before reaching out to a livestreaming vendor?”

We’ve since developed a multi-point checklist that you can consider. This will help you provide the most accurate details about your virtual event to the livestreaming provider and in turn will help you receive a better quote.

The following information should be collected and provided to your vendor of choice:

## ✓ Type of Livestream

Most livestreams tend to fall under one of three categories: live/in-person, hybrid, virtual. A live and in person show might require a host or MC in a studio or perhaps at an event venue on stage in front of a live audience streamed virtually to attendees watching from home. A hybrid event may involve presenters in person as well as remote presenters and a full virtual event involves all presenters and attendees being remote.

## ✓ Run Of Show

A run of show or schedule run down shows the entire event from start to finish. In later revisions it might include very fine details such as graphics and video file names and it will dictate every second of the entire event. While your livestream partner won’t need a final run of show before quoting, it’s important to be able to explain how an event might look and what it will involve. This includes everything from how many speakers and presenters you will have, how long they will speak for, who will be speaking simultaneously, if they need to use PowerPoints, videos or any other media and more. Being able to share with your streaming director these important details will help them craft the best solution for your event.

## ✓ Logistics

Livestream producers like to book events with enough advance notice. Providing crucial information such as dates, times, what

platform you’d like to stream to, how many active participants will be included in the broadcast and how many viewers you expect to have all go into planning the event. If you’re unsure of the best time of day to go live or you’d like assistance in determining the best platform to livestream on, we’re happy to help!

## ✓ On-Site Needs

When streaming in the field at a venue, there are some requirements to ensure a successful stream. Typically, a dedicated hardwired internet connection with at least 10-15Mbps of bandwidth that is not shared with any other devices is ideal. In rare cases, venues may not be able to provide a wired internet connection and there are alternative options including cellular data and satellite streaming solutions. It’s important to make sure your live streaming team also has access to power, time blocks for meals/breaks during longer events and space for cameras, tripods and cable runs throughout the room.

## ✓ Goals

A livestream wouldn’t be complete without understanding your end-goal. Whether it’s to raise money for a non-profit, boost visibility for a conference or increase profits, having a goal in mind will help you and your livestream team gauge your success. Share any goals and desires you have with your point of contact to keep everyone on the same page.

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# Contact Us

Studio Address:

11419 Cronridge Drive, Suite 12, Owings Mills MD 21117

Directions:

From I-795N take exit 4 to merge onto Owings Mills Blvd. After passing Stevenson University, turn right onto Crondall Lane. Turn left into the Business Center onto Cronridge Drive. Take the third right into the parking lot for the Centre 1000 Building. Follow the signs for Suite 12 around the back of the building.