

Thank you for your interest in *Business Finance* Expert Videos

Designed to supply the *Business Finance* community with new ideas and best practices, our **Expert Video interviews** cover a range of topics in finance that are relevant to all different industries and geographic locations.

Who Can Make an Expert Video?

All registered users of the www.bigfatfinanceblog are today eligible to make business finance expert videos. However, expert participants are true finance experts, whose authority on the finance function has come from careful analysis, study, and experience.

How to Launch Your Video in 3 Easy Steps:

Recent Expert Videos include:

How the Downturn Will Impact Finance



Sam Silvers, U.S. Finance Transformation Practice Leader, Deloitte Consulting

How to Prepare For IFRS



Jean Wyer, Partner
PricewaterhouseCoopers

How to Achieve Continuous Improvement



Anand Sanwal,
Managing Director, Brilliont

Step 1: Develop Topic

A set of five questions are to be posed to the expert participant. The questions are developed in collaboration with *Business Finance* editors.

Step 2: Record & Post

Schedule a date and time to record the video. A typical recording session should take less than 30 minutes. (Videos are recorded at Penton Media's NYC offices, 249 West 17th Street - 3rd Floor.)

Step 3: Join the Conversation

Expert video participants join the conversation by responding to comments* posted to their expert videos.

*Expert Videos should be posted on [BuinessFinance Mag.com](http://BuinessFinanceMag.com) and www.bigfatfinanceblog no later than three weeks from the video being recorded. Expert participants agree to respond to all comments posted within seven days of a video becoming featured.

To Become an Expert:

- 1) Register as a user at www.bigfatfinanceblog.com
- 2) Contact Jack Sweeney at jack.sweeney@penton.com

Seeking to reach our editors, writers and experts?

You'll find them online at www.bigfatfinanceblog.com