

TIA MALLOY

Communication Strategist

Leadership Video Series

The screenshot shows a LinkedIn page for 'Global Technology'. The header includes a navigation menu with 'Overview', 'Content', 'People', 'Subspaces and Projects', 'Calendar', and 'Reports'. On the right, it says 'Following in 1 stream' and 'About Share Manage Actions'. The main content area features a video series announcement by Scot Baldry, titled 'Global Technology On...'. The announcement includes a video thumbnail of Scot Baldry and text explaining the series: 'Responding to feedback from associates wanting more insight into Global Technology's strategy, we've created a video series entitled, Global Technology On... Leadership and subject matter experts share information on major initiatives, and how these efforts align with The Pill and impact the firm. The first video, Global Technology On...Enterprise Architecture, Scot Baldry discusses the cloud, data and how T. Rowe Price can transform the way it does business. Please watch and tell us what you think.' Below the announcement is a 'Recent Activity' section showing a post by Tia Malloy in Global Technology, 12 minutes ago, with the text 'You asked for it. We heard you. Learn about cloud.' and a link to a poll. The right sidebar contains a section 'AROUND GLOBAL TECHNOLOGY' with a video thumbnail 'Around Global Technology' and a list of links: 'Wait ... they said what? Global Media Engagement Guidelines & Presentation Reminder', 'Global Technology hosts AWS Builder's Day', 'Don't Give Away Historic Details About Yourself', and 'The State of Cloud Security'. Below that is a section for 'SCOT BALDRY' with a video thumbnail 'What is Enterprise Architecture?' and the text 'Global Technology On...Enterprise Architecture 6 days ago by Tia Malloy in Global'.

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Overview

- One person or an interview
- Information Technology associates are the primary audience, video can be used to educate multiple stakeholders
- Animation may be needed, depending on topic
- Publish every two months, approx. five minutes long
- Proposed topics: Enterprise Architecture, Cloud, Innovation, Tech Specialization, D&I

A mix of these questions in every video:

- In plain language, what is topic?
- How does it relate to the IT strategy?
- How does topic enable the company strategy?
- What should firm associates know about topic?
- What are you most excited about and why?
- What are the long-term goals for topic?

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