



# ARBONNE LIVE: Connecting Our People, Purpose & Product

**The Need:** With a global network of independent consultants and a constant flow of product news, education, trainings, incentives, events, promotions, updates and more, communicating to hundreds of thousands of individuals was proving to be a big challenge for California based beauty and wellness company, Arbonne.

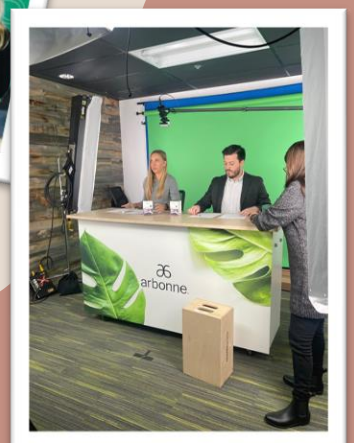
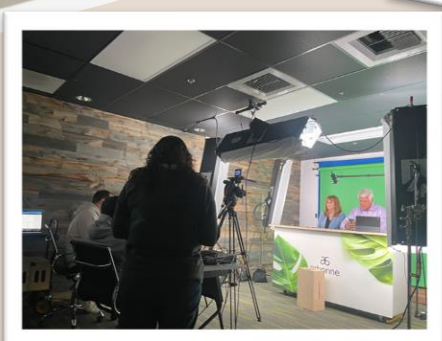
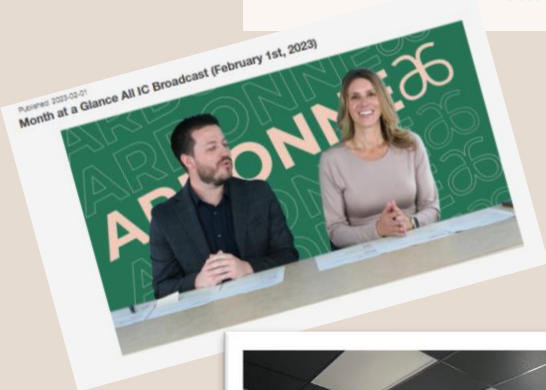
**The Solution:** Arbonne Live, a monthly broadcast for all Independent Consultants airing on the first of each month covering a variety of important topics directly from internal experts across the Arbonne Corporate team and Sales Field.

*A consistent channel of communication that fosters community and rallies the Field for alignment in real-time.*

**Highlight Reel:** <https://vimeo.com/812656926/db4917f58d>



TUNE IN TO  
**ARBONNE LIVE**  
AND STAY CONNECTED!



# ARBONNE LIVE!



## The Experience:

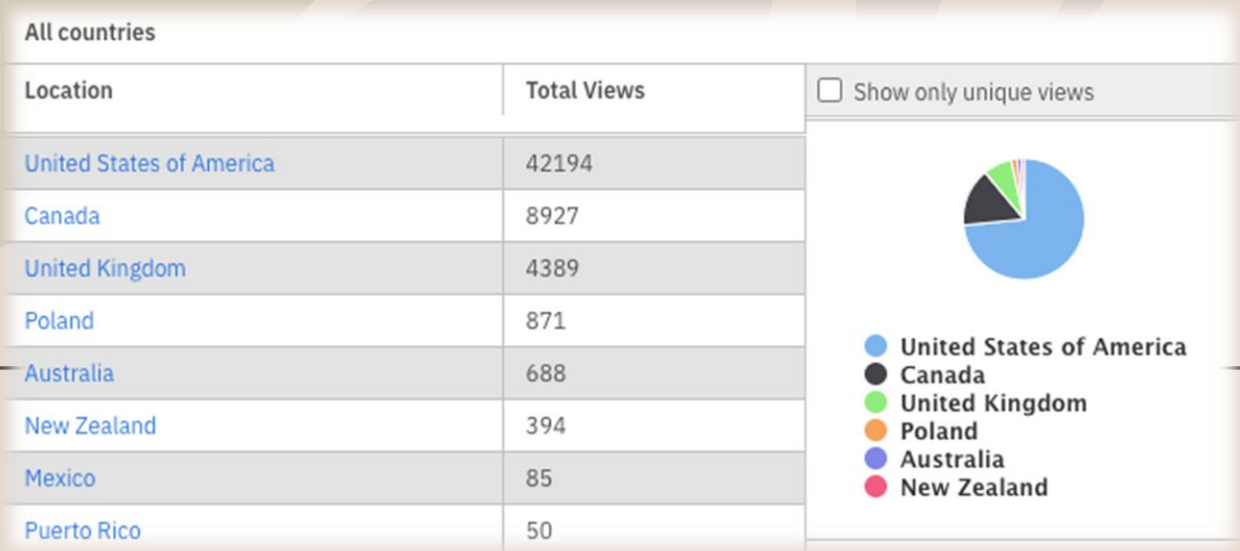
- Hosted news format monthly segment showcasing Arbonne’s products, people and purpose through engaging and fun content shared by real people in real-time
- Chat function for audience engagement with live answers from segment hosts
- Mobile and desktop friendly viewing experience
- Availability to view after live segment airs via brand’s Field portal
- Special guests from across Corporate business units and Field
- Dedicated time to celebrate and showcase recognition and honors

**Development and Evolution:** Arbonne Live has been a continued evolution over the last 10 years as the brand has an in-house studio and team who produces the monthly broadcast. Arbonne continues to investment in equipment and evolves the content based on consultant and employee feedback. Each segment includes special guests and sections that cover all business needs and aligned with business growth such as, Corporate Social Responsibility, Sustainability, Product education, training, incentive information, marketing initiatives, events, Arbonne in the Media (PR and editorial focused) and more!

## Over 42,000 views since 2021

**Connection & Communication:** To ensure content is relevant, we analyze the viewership each month and conduct viewer polls to adjust according to feedback. Arbonne Live typically has a live audience of approximately 2,000-3,000 individuals but we have hit over 4,500 viewers after our annual conference recapping the experience. We ensure access to content after airing so ‘actual’ viewership is much higher.

Global viewership since 2001 below:



# Behind the Scenes: The Team

It takes a village to produce Arbonne Live and here are the three dedicated team members who make it happen each month. This crew has produced over 100 Arbonne Live segments with another 10 ahead this year. The trio loves Vietnamese coffee, non-blue or green clothing and quick email responses!

- **Juana Cameron, Manager, Digital Media Development:** Juana is the executive producer and brings her magical touch to each segment. Juana has been at Arbonne for 19 years and loves contributing to Arbonne the success of Arbonne Live. Juana has held editorial roles for a variety of publications, her writing skills and journalism background are utilized in this exciting role as she oversees the process of collecting content and herding talent before the monthly taping.
- **Paul Miller, Executive Producer:** Paul is a logistical master and runs the show from top to bottom. With high energy, he solves any and all production requests in order to have the best show possible. From mid-stream power outages to total computer lock up, he has seen it all and found a solution. When Paul is not busy with an Arbonne Live production he is thinking about the next one.
- **Nhan Do, Technical Director:** Nhan does it all... and with a smile on his face! Managing the AV for each show, this mastermind and oversees the video, audio and graphic content for each show.. When Nhan is not busy with an Arbonne Live production he is working away on marketing campaigns for the brand's video content.

