



Malcolm Gallagher
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Be a specialist guest on our quadruple award-winning BTVV network

Communicate your expert knowledge and improve your visibility – FREE opportunity

Five BTVV Business Channels

First thing is to say that we are experienced in caring for our guests. Our aim is that everyone feels afterwards that it was very worthwhile, made easy and enjoyable! There are **no charges** at all for being a guest on any of our Shows. Our aim is to provide content that listeners or viewers find of value and “remarkable” to their own contacts. Please note we **EXCLUDE** coverage on certain subject matter including religions or any matter that does not meet our business-subject criteria. We are business-sector & personal development focused channels.

About us

BizVision.co.uk is our media platform and home to our BTVV Network. BTVV is video format.



We are proud to have won Corporate Vision’s 2020 Media Innovator Awards as “Best International Content Production Company”. And we are as equally proud to have won Global Business Insights 2021 award for “*Most Outstanding International Content Production Company*”. Thanks to all our great guests and their agencies who have helped us with this great achievement.



BizVision Ltd has been operating as an Executive Coaching and Media Production company for over 20 years and is owned and delivered by entrepreneurial husband-and-wife team **Malcolm** and **Kim Gallagher**. Chartered Marketer and International Motivational Speaker, **Malcolm**, is the anchor host and interviewer across the networks.

You’ll find we have an ever-evolving range of media titles -some achieving volume and some for niche. However, our strategy is Quality Before Volume Vanity which we find is more effective for guests!! See all current titles at our www.bizvision.co.uk platform, Apple Podcasts, Spotify and other players. Our listeners and viewers are a good mix of small to larger business owners, directors, CEOs, academics and trade associations with many global listeners and viewers. **Because we host the interviews on our own platform, it means the videos and audios stay evergreen.**

It’s the little things that count! We ensure a guest’s name, logo and URL are featured. Our studio is based in Northumberland, North-East England and all interviews are via Zoom. At mid-2023 we have interviewed well over 800 business and thought-leaders in most parts of the world and that’s since March 2020 !

To make guest arrangements please contact
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SPECIAL – Your Trailer and Your Review Opportunity

We're excited to tell you of our innovative **Coming Soon** trailer service to bring you, our guest, free extra exposure opportunity. At the end of your BTVV interview you make another recording following the framework we send you. **Coming Soon** then edits it for you, adds our template and music and we then publish it across the world.

It's lively, it's innovative and our guests are loving it! You don't have to participate - but it's free to do and gets you extra valuable boost. **See some examples at this link**

<https://www.bizvision.co.uk/coming-soon-to-btvv/>

Guests can use any of our produced material on their own site or social media copyright free and free of charge. Many guests like to proudly promote their appearance on our shows to their own networks and internally. It's the best way of gaining extra positive visibility and enhancing guest reputation, often resulting in thousands of extra shares with valuable comments from those sharing.

For each guest interview our promotion includes (amongst other activity!)

- To our extensive Linked In contacts and groups
- Via our global affiliates and their connections
- To our full range of active social media accounts
- To our own extensive subscriber and network list via the BizVision.co.uk platform
- Through our BTVV.UK site and linked AI-driven video platform
- Our YouTube Channel exposure and other video channels we use
- Our "connected" collaborating podcast & media providers around the world (our secret sauce!)

The BTVV Booking Process

- Please send an email to Malcolm Gallagher at mg@bizvision.co.uk with your guest name and a brief few bio lines on the guest (or yourself if you are the guest!) along with a URL we can view.
- Malcolm will then quickly reply and, if we are to proceed with an interview, he will send you a link so your client can select his or her preferred time or date for the interview. The system then sends direct a Zoom invite. The "interview studio" is a private room so there will only be the guest and Malcolm in the room.
- Malcolm compiles a list of his proposed questions which are then sent to you in our digital Welcome Guest pack about a week in advance of the interview.
- The "interview virtual studio" is prepared and on the day and time the guest clicks the Zoom URL (a passcode is supplied also) and arrives at the Zoom waiting room to be then admitted to the virtual studio for the interview by Malcolm.
- There's always a few minutes warm-up "chat" before the recording is switched on.

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Some important “house-keeping” notes!

- Please note the Zoom Interview Waiting Room is live at least 10 minutes before the recording so no need to wait until the exact time to meet Malcolm online!
- After the recording, we edit and add the in-and-out graphics. The edited version is then sent to the guest or representative via We Transfer. This usually takes about two weeks but could be quicker.
- The questions in the briefing document are the suggested ones from Malcolm Gallagher but guests are free to let us know if they want to add or delete any.
- Guests are free to promote their services in the interview within sensible levels. Malcolm is known for how easy he makes this part of the process.
- The guest name, logo and URL will be prominent in the interview room as a backdrop to Malcolm’s set. During the interview Malcolm will also point out the URL and read it out for listeners.
- A mock-up of a typical set



Now please read-on for details of our current channels

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Our Selection of **FIVE** BVTV Channels

Each of the videos we record with you is called a “SpotCast”.

©**SpotCasts** are short (less than 10 minutes) microcasts or bite-sized videos spotlighting one subject matter where our guests excel, show their authority or deliver extra value. This allows us to also provide audio for our BizCast Network.

Each of our Five BVTV Channels (BVTV 1, BVTV 2, BVTV3, BVTV4 & BVTV5) has within it a number of Strands (Programmes or Niches!)

This approach means our guests get the impact and attention of the larger channel but are also able to communicate their expertise through the Strand. Best of both worlds!

BVTV 1 - The Growth Channel – Sales & Marketing, Bids & Tenders

BVTV 2 - The Performance Channel –Leadership & People

BVTV 3 – The Communicator Channel – Virtual Skills, CX & Presentations

BVTV 4 –The Purpose Channel – ESG, Purpose, Resilience, Better Business

BVTV 5 – The Entrepreneur Channel – Hospitalitypreneur, Silverpreneur, Brexitpreneur. Womanpreneur





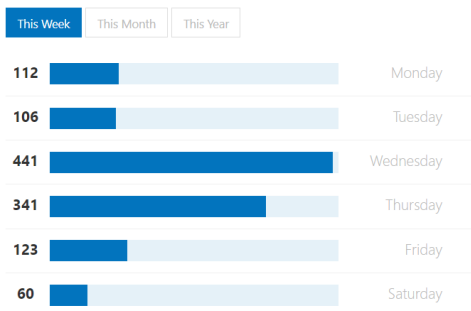
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Information On Viewers and Listenership for the BizVision Network

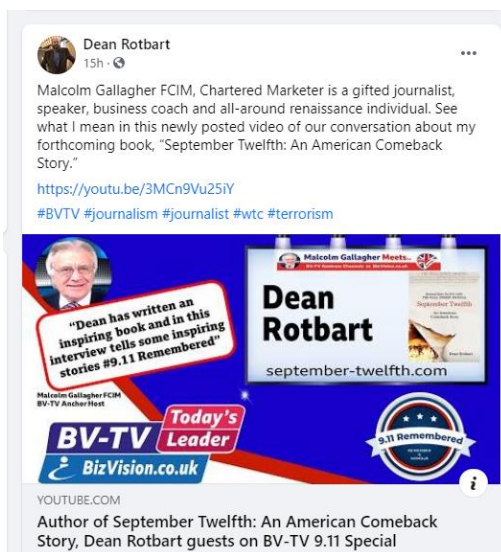
Across our channels we are collectively reaching around 10,000 quality viewers each month primarily in the UK and USA but increasingly in Australasia, Africa and Europe. However we partner with additional channels where the stats are not received by us.

Collectively our collection of channels generate in excess of 250,000 “watches and listens” each year from all sources. The screenshot below is from our platform and is part of a typical week in 2023. The numbers do NOT include views from our many other linkages and distribution channels or listeners. These are viewers.



BTVV strategy is that we do not “chase volume” but rather we are **building a quality** base of listeners and viewers. We are focused on viewer & listener value not vanity numbers!

We’re very proud of the many re-visits for further interviews our guests have undertaken which hopefully shows the results they are getting!



To see what our guests say about us go to the front page of our platform at www.bizvision.co.uk and look to the left for the slider collection of “Nice People Saying Nice Things”

Many guests use our free service to re-post their videos and trailers to their own list which in many cases brings 5000 or more extra views per guest (we guide you on this when you become a guest) To the left you can see such posting by guest Dean Rotbart

BTVV viewers are global and a mix of small, medium & business owners, directors, C-suites, academics and entrepreneurs. We purposefully target across the global business market .

If you need any further guidance on our channels then please contact [Malcolm Gallagher](mailto:mg@bizvision.co.uk).

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