

ORIGINAL EMAILS

From: Hughes, Ceri
Sent: 08 August 2007 10:04
To: Rawé, Noëlle
Subject: FW: Using new media to deliver key messaging

Let me know when you want to use the spare machine - I have it on my desk ready for you.
You can use my log on details.

Thank you.

Ceri Hughes
: 7111 0002

From: Hughes, Ceri
Sent: 07 August 2007 19:10
To: Rawé, Noëlle
Subject: Using new media to deliver key messaging

Hi Noelle

One of the big ticket items for Advisory over the next few months will be around use of audio/video/pod casting to deliver messaging.

Would you please start some information gathering on this. Firstly, looking at Deloitte, E&Y and PwC's external websites (I will provide you with access to my spare laptop from which you will be able to access these external sites that you will need to complete this task), look at the external podcasting that they do. Is this real podcasting - i.e. information that is downloadable to iPods or MP3 players, or is it use of the internet to play audio or video? Do they actually post materials to iTunes for users to subscribe to? What is the nature of this material? Is it essentially

From: [Hughes, Ceri](#) [MY LINE MANAGER]
Sent: 08 August 2007 10:04
To: [Rawé, Noëlle](#)
Subject: FW: Using new media to deliver key messaging

Let me know when you want to use the spare machine - I have it on my desk ready for you.
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See my [08.08.07-10h19](#) reply -

(NB: If the linked documents don't open, try with:



Thank you.
Ceri Hughes

From: [Hughes, Ceri](#)
Sent: 07 August 2007 19:10 [see the email with my Comments]
To: [Rawé, Noëlle](#)
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