



Event Organiser's Checklist:

Making the most out of video at your next event

To get the most out of your video promotional budget we have compiled this checklist of video elements that should be a part of every event video coverage and marketing campaign.

Video Testimonials are recorded during the event, with conference-goers, sponsors and key note speakers. They can be posted on your website to maintain excitement during the event or used to promote future events. Sponsor testimonials are great for attracting future sponsors.

Interview Videos can be conducted with the keynote speakers and made available online or streamed live during the conference. If your keynote speakers are available for an interview before the conference starts then these can be shared on social media to promote your event. Interviews can be made available on your website after the event for free or on a pay per view model. This is great residual marketing.

Presenter Videos of each presentation can incorporate images from the power point presentation, so make sure you have these available. Like interview videos, presenter videos can be made available on your website after the event for free or on a pay per view model. They can also serve as part of the promotional campaign for the next event.

Intro/outro Videos open and close the event or each presentation. These videos can feature the organiser welcoming the guests. Each presentation can have its own intro video, which is a great way to set the mood and build excitement.

A blurred background image showing the back of several people's heads at a conference or event, looking towards a screen.

Maximise the value of your next event with video

A few words of advice and some key points:

1. Think long term when it comes to video promotions. One of the great benefits of video is that you use footage from previous events to produce the promotional video for future events
2. Involve your sponsors with the videos by interviewing them. Make video a selling point for your sponsors, after all the video you shoot will not just benefit your conference but your sponsors as well.
3. Make the power points of all the presentations available to the video production house so they can be included in the presenter videos.
4. Make all logos, graphics and names of presenters clearly available to the video production house to be included in the videos.

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Event Highlight Videos capture the best moments of your event in one exciting edit. These can be daily updates posted on your website during the conference to generate excitement, or at the end to serve as a reminder of the success of the event. Add some testimonials and interviews and you can then shape this into a promotional video for the next event.

B-roll footage is behind the scenes footage from the conference. Mainly incorporated in the promotional video, this footage really enhances that feeling of being there.

B-roll should include footage of:

- the venue and the setup
- the sponsors' and exhibitors' stands
- conference-goers having a great time
- conference-goers discussing and networking in between presentations
- conference-goers engaged as they listen to presentations
- any practical sessions, particularly footage showing conference-goers engaging with the exercises and working in teams
- food, showbags and other goodies.

Promotional video incorporates B-roll footage, interviews, testimonials and presenter videos in a single clip, edited to music with opening and end titles. These are used to promote future events.