

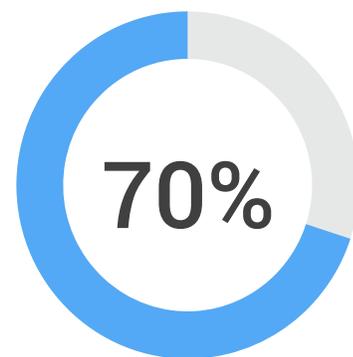
Event Video Marketing Success: Before, During and After

Events are important, and everyone involved in an event - attendees, coordinators, speakers, presenters, and vendors- want the event to be as successful as possible. [70% of B2B marketers consider event marketing to be the most effective content strategy.](#)

Event success is defined by increased sales, packed attendance, a full slate of sales appointments, longer booth dwell times, and more and better quality leads. Video marketing has a huge impact on event success – before, during and after the events.

Planning to incorporate video into all three phases of your event enables you to create an audience, perpetuate success, and exponentially grow your impact through effective post-event video usage. Regardless of the event type, the audience type, or the topic at hand, using video guarantees an increase in desired outcomes.

Remember that your event is, at its root, a narrative - you are telling a story about your brand. While there are so many components of an event that you really don't have any control over, you do have control over the story you tell. It is through your video usage and media connection- before, during, and after the event- that you have the opportunity to shape your attendees' (and speakers' and vendors') experiences in such a way as to tell a very particular and meaningful story.



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Before the Event

Where many event coordinators and video marketers make their mistake is undervaluing the use of video prior to an event, assuming that because there isn't specific event footage, there isn't really anything to be shown yet. If you are not using video to explore the ways in which you can promote your event and stoke your guaranteed audience, you're missing out on a world of potential.

If you can increase event registrations, your direct monetary return jumps, and the potential for pipeline from new or upsell business spikes, too. So, how do you do it?

Start, before the event, by utilizing these best practices:

[Set the tone](#) - Your videos prior to the event set expectations and are the baseline, or introduction, to the story you are telling. Are you hosting, sponsoring, exhibiting and, or attending a corporate event? Are you hosting a convention designed to get enthusiasts together? Are you advocating giant ideas to like-minded peers? Whatever story you are crafting, it is through these first videos, prior to the event, that you have the freedom to set the tone, expectation and vision of potential outcomes.

Event Video Marketing Success: Before, During and After

Generate buzz - Conferences and events deal with three populations: definitive attendees, people who definitely won't attend, and people who aren't quite sure if they want to go or not. By creating high quality and exciting promotional videos that have been strategically crafted well before your event, you ensure that your guaranteed audience is authentically excited about what you're doing. Additionally, you can give those ambivalent attendees the push they need and help them over their tipping point to make a decision in favor of attending your event. And remember, videos expressing in your voice and with your enthusiasm for your product and company can only increase your chances of achieving desired outcomes for your event.

[Landing pages can increase conversion rates by up to 80%](#), and that means more attendees, appointments and leads. Remember to use a mix of video distribution points - embedded in your website event page as well as shareable on social media - for the broadest possible audience.



Landing pages can increase conversion rates by up to 80%

Keep it simple - The reality of video marketing is that you cannot possibly hope to achieve everything in a single video. Rather than creating mind-numbingly long videos that lose your audience's attention, [keep each video short and focused, with a specific component, message, or purpose](#). For instance, send around a "save the date" video that reminds your attendees (and potential attendees) event dates, location, etc. Create short, behind the scenes "sneak peeks" on a particular aspect of your event set-up, design, day-to-day coordination, really anything that feels exclusive to reward regular viewers and attendees. In any video that you create, you want to ensure that you can clearly answer the question, "How will my company benefit from attending?" Understanding your audience's needs, objectives (be it basic marketing of the event, promoting event sponsors, promoting your own organization, or highlighting keynote speakers and events within the event) and creating video that speaks to meeting those needs will move you a long way toward achieving best results.

Curate your B-roll footage - Not every single thing you film is going to have perfect sound quality or extreme poignancy. [B-roll footage is essential](#) because it enables you to utilize and mold the experience you want to present to potential attendees through voiceover, juxtaposition, and general aesthetic. Having quality B-roll footage for all manner of video will enable you to provide context and better shape the experience you are promising potential attendees.

Create regular countdown videos - One of the truisms of the digital age is that consumers depend on content regularity - no one wants to just hope randomly that a new video has been uploaded. Starting with your "Save the Date" video, create content ahead of time that your attendees can access on a regular, foreseeable basis. Curating and releasing your videos in a predictable, frequent fashion keeps your event at the forefront of your attendees' minds and builds earnest enthusiasm and excitement, both for the content and the event.

Event Video Marketing Success: Before, During and After

Make sure your voices span - No matter how concentrated or homogenous your target audience might seem, you need to consider a variety of angles. Going with a cliché testimonial could be the death knell for the event - show people what they assume they already know and you risk removing incentive to attend. By incorporating testimonials and promotions from people of all walks of life - age, gender, race, occupation, language and the like - you enable potential or unsure attendees to imagine themselves at your event, because they were able to identify with one of your testimonials in some small way. Remember that you have to represent your desired audience in order to reach them.

Use videos to court additional speakers, as well as attendees - One of the easiest and most useful “sneak peek” videos you can release on a regular basis are excerpts of confirmed speakers’ previous engagements and fun speaker video bios. Rather than go the traditional route, spice up your speaker and presenter video bios by changing the format. Consider asking twenty goofy questions. Have your speakers speak to a topic entirely outside of their wheelhouse, create a skit. Whatever it is, make your speaker video bios pop. In addition to hopefully having fun during the making of and amusing your attendees, speaker video bios provide your speakers with an Andy Warhol moment and convince those possibly sitting on the fence to join your event. Creating videos, whether they are bios, promos, or sneak peeks, allows you to interact continuously with both your audience and your presenters.

Court sponsors, too - Sponsorship videos do not have to be shameful, embarrassing things that cause your attendees irritation. Employing a bit of creativity, along with keeping your narrative in line, can go a long way. As with speakers, like attracts like. If you have sponsorship videos that are entertaining and engaging, other sponsors are going to want to join the fun.

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Link to your landing page - A major part of any event is the event landing page. You want to ensure that any video content you produce and put out there gives the viewer an easy means of accessing the event page. When you get a prospect to go to your landing page, you vastly increase the likelihood that they are going to attend, or at least do further research on your event.

During the Event

During an event, the go-to assumption is that video will be used by various presenters and speakers at their discretion to maximize or emphasize their speaking points. This misconception couldn’t be farther from the truth. At your event, utilizing video across the board boosts your engagement, gives people from all connections and walks of life the ability to personally invest in the event and, if well done, dramatically increase dwell time at your booth. A combination of pre-planning and spontaneity creates the potential for massive success.

There are challenges to live hosted events, notably the time, promotional effort and costs required to drive attendance. However, the on-demand impact of video can be especially useful in addressing these issues.

Event Video Marketing Success: Before, During and After

Consider these uses of video during the event:

Craft continuity in your story - Too much of the same is boring, but at the same time, you do not want your participants to feel deceived. In the same way that you initially crafted a story through your save the date video, your regularly uploaded content, your speaker video bios and your sneak peeks, you now want to craft an event narrative that feels both familiar and exciting. This can feel a bit like a high wire act - you don't want to be too predictable and bore people, while at the same time you don't want to go full "Monty Python" and air something completely different. Refer back to your clearly sculpted and defined storytelling plan for ways to keep new material on theme and on point. The central idea of your event will help you in this regard. Your videos are key here, as they set the tone for behavior and participation throughout the event.

Check your equipment ahead of time - There is no reason to lose footage due to a faulty connection or an error in streaming. As with any component of an event, prior planning is crucial. Check your recording devices early and often if possible, right up until the speakers start speaking. Troubleshoot and make a checklist of potential issues with equipment and come up with fast, effective solutions for these issues. Anticipating problems that may arise is an exercise in planning that will pay off tenfold. However, failure to air or tape makes you look unprofessional to your audience and your participants. If you're correctly using video marketing in your event, the usage should be seamless and almost imperceptible.

Use video as a point of connection - More than anything, participants want to feel engaged. They want to connect to other members of the community and participants of the event in a multitude of ways. Using video to get people talking, both online and in person, is an extremely powerful way of allowing people to build meaningful, effective connections. When you release videos - live streams, recent footage, or additional unseen material - you are giving your participants the means to connect in a way they might not be comfortable doing in person.

Record everything - Whether it's a meet-and-greet mixer, a presentation that seems like an anomaly, or just a lunch break, it is important to get video footage of everything you can during your event. This footage can be reused and repurposed not only during the event, but as follow-up material or promotional videos for a future events. The more footage you have, the more opportunities you have to reach a wider audience and to show off the audience you already have.

And let us not forget - in fact, let's underline - to involve all event participants by encouraging them to capture photos and video and, as any good host or exhibitor would, provide an easy and seamless way for attendees to upload their content to optimize your storytelling around this important event story.

Pre-record speaker introductions to build hype - Having a moderator introduce a speaker or presenter is all fine and well, but it severely limits what you can do or say in the moment. Having a pre-recorded speaker introduction a) allows you to take the time to craft the best intro possible, b) creates an air of excitement around that person that's intensified by your use of graphics, music, and effects, and c) can be incorporated into a loop aired prior to your speaker's arrival to fill time and to keep audience (and speaker) energy levels up. Set the mood for your speaker - it's okay to be a little playful. When you're creating your speaker introduction videos, look at the content each speaker has already put out there, and craft a video around their persona to best represent them.

Event Video Marketing Success: Before, During and After

Manage your in-talk video - There is an old aphorism in public speaking and writing: show, don't tell. Many speakers will opt for the use of videos within their talk, be it public domain, YouTube, or their own personal collection, in order to illustrate a point and break up the speech (adults are only capable of really paying attention to a lecture for a certain amount of time before needing a media or audio-visual break). Because you've already tested connections and equipment ahead of time, showing video within someone's presentation should be a breeze. Technical staff should be aware of cues so that your speaker has one less thing to worry about. If possible, do a "dress rehearsal" with the speaker to get the timing just right. You'll reassure your guests and earn their confidence through a smooth-flowing presentation, rather than an event full of technical difficulties.

Live stream videos - Did a key speaker miss a flight connection? [Use live video streams to bring in additional speakers from remote locations](#) - either on purpose, or because a speaker's flight was cancelled due to weather. Use live video to broadcast important segments of your event to clients and prospects who were unable to attend in person.

Use real-time footage for entertainment and enthusiasm building - While your event itself might be incredibly exciting, everyone loves to socialize. Using video footage throughout parties, ice breakers, and mixers gives your guests an opportunity to see, document, and enhance or personalize footage in real-time. Have both cameras and screens set up throughout the venue during these special social events so that attendees can see what's going on throughout the party and mix accordingly. As with any footage of your attendees, this is great material for B-roll, for future promotional materials, and for your guests to really feel engaged. If you can, connect your real-time videos to social media to encourage guests to connect through comments and more. And at the risk of being repetitive, encourage and invite your guests to capture, upload and share their visual content.

15 minutes of fame - Some attendees love to be on camera. Others do not. Tap into those attendees who really want to get interviewed, who want to engage with video in a non-comment format, by interviewing a broad range of people in 2-3 minute segments. Pre-plan your questions to stick with your theme, but do it in a fun and engaging way. What this does is perpetuate enthusiasm - the person on video is excited to be seen, and the people viewing get a sense of authenticity and communal involvement from seeing fellow participants in video. This could also be referred to as providing your attendees an Andy Warhol moment.

Pre-plan your questions to stick with your theme, but do it in a fun and engaging way.

Get your attendees involved, off the camera and on - Oftentimes events will have a video scavenger hunt, in which guests are asked to record themselves doing various activities, panels, merchandise hunts, or crazy tasks during the event itself. This type of challenge has many benefits. It's fun and fairly simple to do. It engages people's competitive nature in a way they might not otherwise be engaged. It encourages people to go out on a limb and sets a tone for the event that puts participants at ease without necessarily taking them out of their comfort zone (don't make these challenges mandatory). And it gives you tons of raw footage that you can use during and after the event. This footage is one more way you can help your attendees, speakers, and vendors build connections and communicate throughout the event.

Event Video Marketing Success: Before, During and After

Utilize video pop-ups - Not all content should be universally shared or available to all participants. Consider creating some flash videos. This can be of speakers, of events, even real-time footage - that is only shown in a certain area of the venue, unannounced, for a brief period of time. These pop-ups create excitement, not a feeling of inequity, as you might imagine. Participants feel excited when they've "caught" a pop-up in a moment they were not expecting to experience content. As with any of your mid-event video usage, it is essential to plan ahead of time where and when these videos will pop up. It should be a surprise for your attendees (and maybe your speakers) but not for your staff. Creating a map of when and where you'll pop up surprise bonus videos encourages your attendees to circulate around the venue in search of hidden bonuses, rather than sticking just to the places and times where their events of interest are being held. At the end of the event, you can create a montage of the week's pop-ups for everyone to see and enjoy, or you can archive them on a website as part of the post-event video usage.

Utilize QR Codes - Add QR codes that link to event videos on printed promotional materials and agendas. Attendees can view new videos pertinent to specific sessions, new product launches, etc. on their mobile phones and tablets. If budget allows, you might also consider investing in life-size stand ups of your speakers, executives, best clients and affixing to these stand ups a QR code that re-directs you to a video of that executive.



Utilize QR codes that link to event videos, promotional materials or agendas.

<http://goo.gl/ID40kz>

After the Event

One of the biggest mistakes an organizer of an event can make is allowing participants to lose momentum after the event is over. Your speakers have spoken, your vendors have vended, you've had a successful event - this is no time to rest on your laurels. You have not yet finished telling your story (spoiler alert - you never actually will, if you do your job right). Now is the time to keep your audience momentum up and to guarantee a future audience through aggressive but friendly after event video footage.

After the event video content can be categorized in three ways: a summary of the event, preferably with event organizers; a collection of "during event" content, packaged in blog posts and then all the other after event videos you can do...there are many ideas to choose from. When you engage in video marketing after the event, you can start generating new registrations for next year's conference!

Event wrap-up montage - The last thing most events will offer is a [wrap-up session](#). This is the ideal time to show off the most meaningful and relevant footage you captured during your event. While it may seem like this, by nature, will have to be spontaneous, you can pre-plan the kind of shots and footage you will take during the event, looking for opportunities to capture certain images and sound bites along your theme to incorporate into the event's end video. However, this video should feel like a pause, not an ending.

Event Video Marketing Success: Before, During and After

Follow-up videos - A light touch is needed here. First, post the wrap-up montage within the first few days following the event. You can compile other, additional footage, clips, and “special features” in a logical manner that keeps with your message and your story. Curate this footage, not just for future pre-event videos, but for follow-up videos. As with your pre-event videos, your best bet may be to post memories with some regularity (although the pop-up motif can also work well here too).

ICYMI - Fear of missing out on a particular speaker, topic or sub-event is a typical concern at any big event, because more often than not, participants simply cannot attend all speaking events, panels, and vendor showcases. Creating an “In Case You Missed It” series allows your participants to review and access what they were able to catch during the event, as well as to explore and engage speakers and sub-events they might have missed out on. When you provide ICYMI posts, what you are doing is reassuring attendees that you have their backs - that they can engage with everything - and that they truly are part of a community experience.

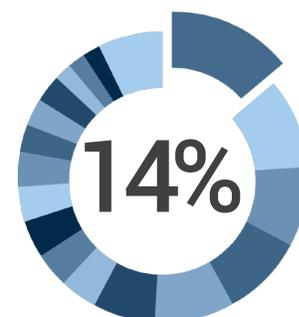
Ensure that content is freely available - Particularly with post-event videos, you do not want your attendees to have to do too much extra work to access and view their memories. Create a clear place for access, along with email blasts or other forms of video dissemination, to make the viewing process as easy and convenient as possible. This, more than anything else, will encourage them to keep coming back and stay involved in your event long after the exhibit hall doors have closed; for this year at any rate.

Create different videos for different purposes - Not every post-event video need be a recap or highlight video. You want to make sure that your end-of-event narrative incorporate videos that are just as focused and clear in their purpose as were videos prior to and during your event. Keep a sense of perspective and objectivity in your event video marketing curation. Some videos will be sent as a reminder or save-the-date for next year’s event. And surely creating video informed by social media topics that heavily trended throughout event will be more meaningful, and relevant to participants’ recollection of the event itself.

The greatest event on earth! - With a view to courting new attendees, one method to bring attendees, speakers, sponsors, exhibitors, prospects and customers onsite is to simply show them through video marketing that the event was a huge success, possibly the greatest event on earth (might we be so bold?). Also, craft from existing video archives not one but as many videos as required and that are focused and produced to speak directly to the many and different constituencies that populate your pools of prospects and customers.

The Importance of Planning in Advance

At first glance, it really might seem like events can be filmed on the fly or with limited pre-planning - bare bones, skeletal outlines. However, as we can see, there are so many places in which planning ahead is truly essential for the best possible outcome. Creating a checklist of content to be created and having a clear and linear plan for how you are going to get, create, and disseminate your videos can make a world of difference in all three stages of the event.



14% of B2B marketing budget is allocated to in-person trades, events, conferences

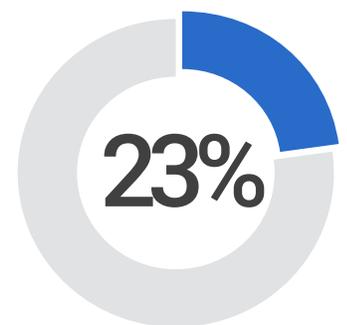
Event Video Marketing Success: Before, During and After

Before:

- Identify outcomes: the stories you want to tell and the speakers, sponsors, exhibitors, attendees who will best contribute to each story that would ideally emanate from your event. Make a plan and then work the plan.
- A huge benefit to event pre-planning described above is that it ensures an extraordinary content baseline and leaves room on the day to be creative and respond to unforeseen but interesting stories provided by attendees.
- Craft your narrative, ensuring that the story you are telling is on point, attracts and engages the audience you are pitching to, and is in line with what sponsors, attendees, and organizers want out of the event. The more in depth your storyboarding is in the before phase, the easier it will be to plan and structure the rest of the event.
- Plan your save-the-date and countdown content. Have a clear publishing calendar that not only and simply lists dates but also spells out what each regularly posted video is to accomplish.
- Create anticipation. Ideally, each sneak-peek video should be build on the previous video, creating that “can’t-wait” feeling amongst your attendees, speakers, and sponsors.
- Less is more. Use the planning phase as a time to downwardly edit, synthesize your messages and maintain a laser focus on your key points and ideas.
- Event video marketing planning significantly contributes to overall event planning whether you’re producing, sponsoring and, or exhibiting.

During:

- Be flexible and ready to capture the unexpected and yet wonderfully educational, entertaining or informative stories that without fail surface during most gatherings of humans.
- The main event - All of your planning culminates in what goes on during your event. Your foresight here enables you to know what equipment you need, and then do spot checks, and troubleshoot for the smoothest possible presentation. More than anything, anticipating and planning allows you to have minimal stress and maximum productivity.
- Knowing what stories to capture. The majority of event photo and video capture occurs during the event. Having a game plan of who and what to capture, what to look out for, and what to curate allows you to create the feeling of spontaneity without the stress of your event image and video capture actually being completely ad hoc.
- Engaging and involving your participants. At MediaMobz we refer to this element of capture as AGC or Attendee Generated Content and it represents many opportunities. It involves your participants in capturing and telling the event story from their eyes and provides an even greater pool of content for your pop-up video and other storytelling and distribution consideration. And let’s not forget the Andy Warhol moment albeit 15 minutes of fame.



23% of B2B marketing budget is allocated to digital advertising/marketing, content marketing, digital events (webinars, video)

Event Video Marketing Success: Before, During and After

After:

- The gift that keeps on giving. Event video marketing is just that: the gift that keeps on giving to the same future event, other events whether live or virtual, social media, testimonials and many more applications.
- Retaining attendee attention. You invested much time in pre-planning every aspect - before, during and after - to your event. Subject to new information that may have been collected at event itself, stick to that gameplan manifested in your publishing calendar to ensure your event is not a simple “one-and-done” exercise forgotten when venue doors close.

Properly done, event video marketing can make a difference in your event by an order of magnitude and significantly contribute to overall event outcome whether you’re the event producer, attendee, exhibitor and, or sponsor. We acknowledge that event video marketing can be a daunting and overwhelming experience for anyone, whether experienced or a newbie.

However, event video marketing need not be troublesome if you consider all that has been written above and pay special attention to the “before” stage to our “before, during and after” event video marketing prescription. Dedicating the hours and legwork ahead of time enables you to create the best event video marketing plan that will not only contribute to but improve your event’s desired outcomes. Event video marketing can and should be one of the most essential tools in your event planning kit.

Your use of Event Video Marketing throughout your event engages participants on an audiovisual level, presents your event story in a format (video) that is quite possibly the best suited for the human brain and enables you to really create the best event - and the best story - possible.