



# THE SHOW MUST GO ON(LINE)

**AN EVENT MANAGER'S  
GUIDE TO EXPLOITING  
DEMAND FOR VIDEO**

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# NEW TECHNOLOGY, NEW OPPORTUNITIES



Year on year advancements in technology are presenting new opportunities for event organisers to grow their audiences, upgrade experiences online and offline, maximise sponsorship, and encourage future engagement.

These technologies include live streaming, new social media features, marketing automation and innovations like AR/VR and holograms, which continually push the boundaries of what is possible.

The commonality in most of these advancements is that they enable event organisers to rethink and evolve communication with their audience, and enrich the overall experience of conferences, tradeshow and award ceremonies.

With public expectation for instant online consumption and sharing of information at an all-time high, the need for events to have an online presence and to demonstrate the value they bring across their physical and digital experiences is equally high.



## THE RISE OF VIDEO, THE CONTENT KING

In recent years, the way we all seek and consume information online has shifted, creating a path for video to become the content king. With proven performance, multiple utilities, and increasingly affordable production costs, it is unsurprising that online video software tool, Animoto, reported that 85% of marketers attest to the effectiveness of video to generate attention online.



**95% OF EVENTS  
THAT USE  
VIDEO SAY IT  
IS EFFECTIVE. **  
**YET 57% OF EVENTS  
AREN'T USING VIDEO AT ALL.**

EventBrite



In reality, all businesses should now see the creation and sharing of video online as an integral part of their marketing strategy.

For event organisers specifically, growing public expectation for all content to be easily available online could be a gift and a curse. Now is the time to consider how they can augment their event schedule with video content to adapt to these shifting behaviours, generate wider and deeper engagement online, create brand advocates and attract new revenue streams.

## TIME FOR ACTION

Follow the 5 steps in this guide to boost your event video strategy, expand your audience and adapt to the evolving role of online video.



# 1

## SUPERCHARGE YOUR EVENTS WITH VIDEO

Over the last few years, the power of online video content has sky-rocketed with social media platforms, streaming services, and video advertising all playing a key role.

As we continually tap, scroll and click our way around the internet, the importance of making an impact in as little time as possible is paramount for attracting attention and increasing engagement with any marketing messages. Video produced with the above in mind and delivered through a sensible strategy is the only way to cut through the noise and stand out in a competitive event landscape.

### TIPS FOR A STRONG VIDEO MARKETING STRATEGY:

#### BEFORE EVENTS

Pre-event marketing is focused on attracting attendees, ticket sales and building hype by enticing the target audience with snippets of new information. Through video, you can have more impact and share more diverse content. This could be the difference between grabbing your audience's attention, encouraging them to reshare content with others, or simply being scrolled past.

Consider the following videos for future promotions:

- event schedule announcements
- ticket release dates
- guest contributor introductions
- award ceremony nominations
- behind the scenes
- countdowns
- teaser clips

Sharing varied videos across multiple platforms provides more chances to attract interest and increase ticket sales at different times and with different messages.



93%  
OF BRANDS  
GAINED NEW  
CUSTOMERS  
DIRECTLY  
THANKS TO  
A VIDEO  
ON SOCIAL MEDIA.

Animoto



As social media platforms have grown in capability and popularity, the perception of events being purely physical hubs of activity are gone. Nowadays, live events are often relayed to online, global audiences through video and discussed by millions in real-time. Apple and Google allow audiences worldwide to follow their product launch events in a number of ways online.

This is typically through watching livestreams and online videos such as keynotes, vlogs and interviews from their own devices. Being able to facilitate this access to video is becoming increasingly important.

Capturing and sharing content during events is crucial for maximising your event's impact online, extending your reach beyond those that will physically attend, and persuading those people to attend future events.

Once an event has ended, all the content that has been captured over the day(s), should be considered as valuable assets that can be shared online to keep people talking and solidify the success of the event.

Additionally, any content that was produced exclusively for event attendees or presentations could now be released to the wider public to extend its value by giving online audiences some great content to engage with.

Video marketing after events should focus on reinforcing a positive experience, encouraging future attendance, and maximising the value of content investments.

Storing all event videos in a central location makes it painless to share content quickly through social media and advertising platforms, websites and through a dedicated video hub allowing your team to stay creative.

 **TWEETS  
WITH VIDEOS  
ATTRACT  
10X  
MORE  
ENGAGEMENT  
THAN THOSE  
WITHOUT.**

## Business Twitter



# 2

## BUILD A CONTENT HUB

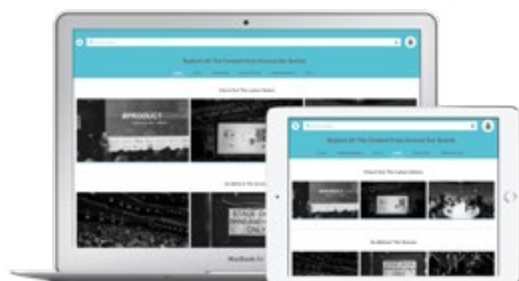


With such high expectations for online video, and a wealth of footage being produced to meet this demand, it pays to have your own dedicated, central media platform so audiences that can or cannot attend a physical event are also able to find and watch all of your content on demand.

Fully-branded to any event themes and styles, creating an online content experience would enable event teams to control, promote and monetise the delivery of additional event videos to a larger, global audience.

Extend the lifecycle of all your events, provide sponsors with more opportunities to advertise to your audience and make it easy for press and partners to search and access favourable media assets to help build awareness.

A content hub also provides piece of mind as you can still reach and serve event content to your audience even if events have to be cancelled or postponed.



**54%**  
OF ALL CONSUMERS  
WANT MARKETERS  
TO SHARE  
**MORE**  
VIDEO CONTENT.

Hubspot



## SHOWCASE YOUR CONTENT

Display all of your event content in a branded and easy to use platform in the cloud that enables registered attendees, online audiences, press and sponsors to engage and learn more about your events anytime, anywhere.



# 3

## FIND AND REUSE PAST EVENT FOOTAGE



Hosting events can be stressful, and organisers often have to quickly shift focus from one event to another. This means that video footage produced before or during events could be lost or forgotten about, missing an opportunity to extend the life of the event and encourage future engagement.

Video footage captured at past shows can play an influential role in attracting future attendees by giving an accurate representation of what they can expect, but only if content is easy to find and reuse.

### MAXIMISING THE VALUE OF CONTENT FROM YOUR EVENTS ARCHIVE

**Central storage:** keeping all master content in a secure central location in the cloud, ensures video investments are not lost and can be reused forever. Potentially saving thousands in reproduction costs.

**Metadata:** ensuring all video content is accurately tagged makes finding past moments quick and easy for your team and for your online audience.

By managing your event videos properly, you can save your team time and money, increase ROI and showcase the prestige and history behind future occasions.

### A CONTENT LIBRARY

Maintain a repository of event footage in the cloud that you can easily store, search, clip and reuse. Reduce risk of lost files and save reproduction costs by reusing and repurposing existing content.



**ONLY 30% OF EVENTS CURRENTLY CREATE AND SHARE VIDEO RECAPS.**

EventBrite



# 4

## CONTROL THE SOCIAL CONVERSATION



Nowadays, sharing content online can provide significant reach that could not be replicated through any other means. Social media channels, specifically, can give brands and marketing teams direct access to an audience of thousands, plus an additional indirect audience of many more if content is reshared or discussed.

With the ability for content to spread like wildfire across these platforms, events must ensure that as much of the content they share, and other people share, is attributed back to them so they benefit from the amplification.

Having fast and easy tools to watermark and post event content directly to social media channels enables event teams to share protected content at a moment's notice, and capitalise on opportunities to build awareness while ensuring that they don't miss out on exposure.

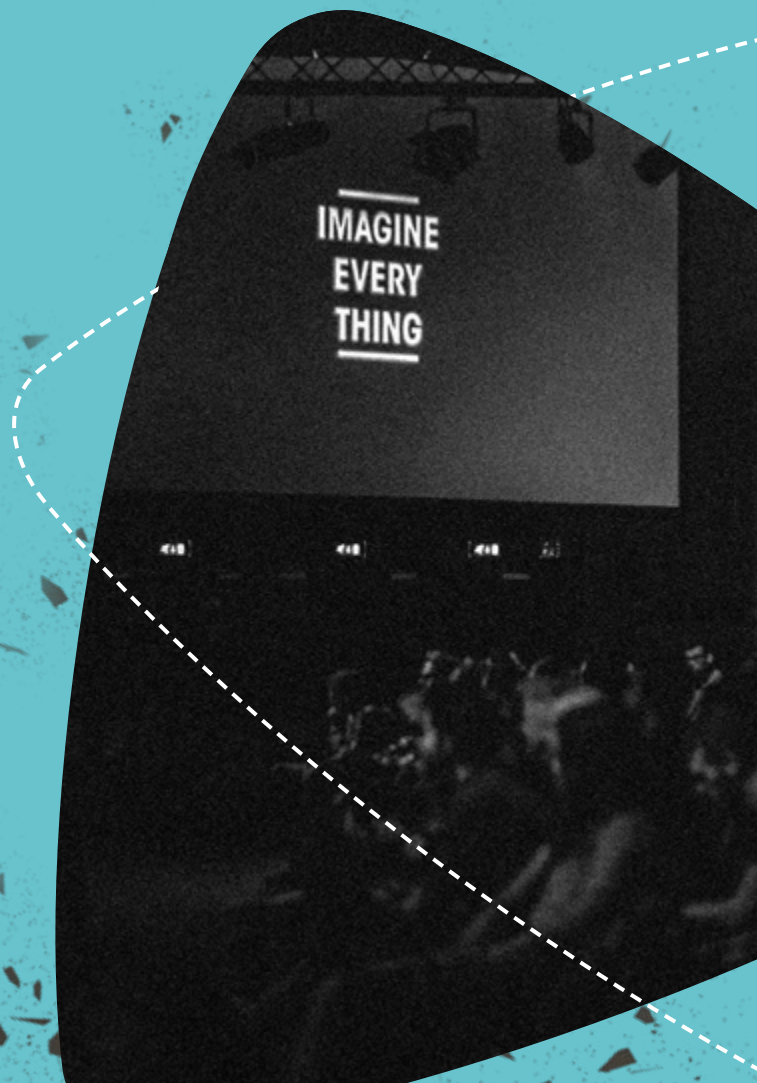
### SHARE QUICKLY AND SECURELY

Being able to watermark content and share videos quickly during and after events ensures that any extra reach generated online is attributed back to the organisers.



**AUDIENCES  
TWICE AS LIKELY  
TO SHARE VIDEO  
THAN ANY  
OTHER CONTENT.**

Wyzowl





# 5

## STREAMLINE HOW YOU WORK WITH VIDEO



For many brands, increasing video marketing can seem like a daunting process that demands a lot of resources and expertise. In reality, there are just two main things to consider that can carry different levels of complexity.

Capturing and creating content is often something undertaken by videographers, creative agencies or, increasingly in-house creative teams – typically, growing your video output is simply a volume, cost and capacity issue. On the other hand, the storage, file transfers, searchability and sharing of all this content, is where difficulties can arise if not managed correctly or with the right tools.

Event teams looking to grow their video output to take advantage of online audiences and boost their impact need to ensure they have the media management infrastructure in place to more easily store and share new and existing content at scale.



### THE RIGHT TOOLS FOR THE JOB

Event teams need to be able to store, watch, send and receive a range of video file types quickly in their browser in order to work with video efficiently.

Half-baked solutions like WeTransfer and DropBox don't provide the professional functionality or security that a modern video marketer requires now and in the future.



**23%**  
**OF MARKETERS**  
**NOT USING VIDEO**  
**CLAIM THEY**  
**DON'T HAVE**  
**TIME.**



Wyzowl







# BOOSTING THE IMPACT OF EVENTS WITH VIDEO

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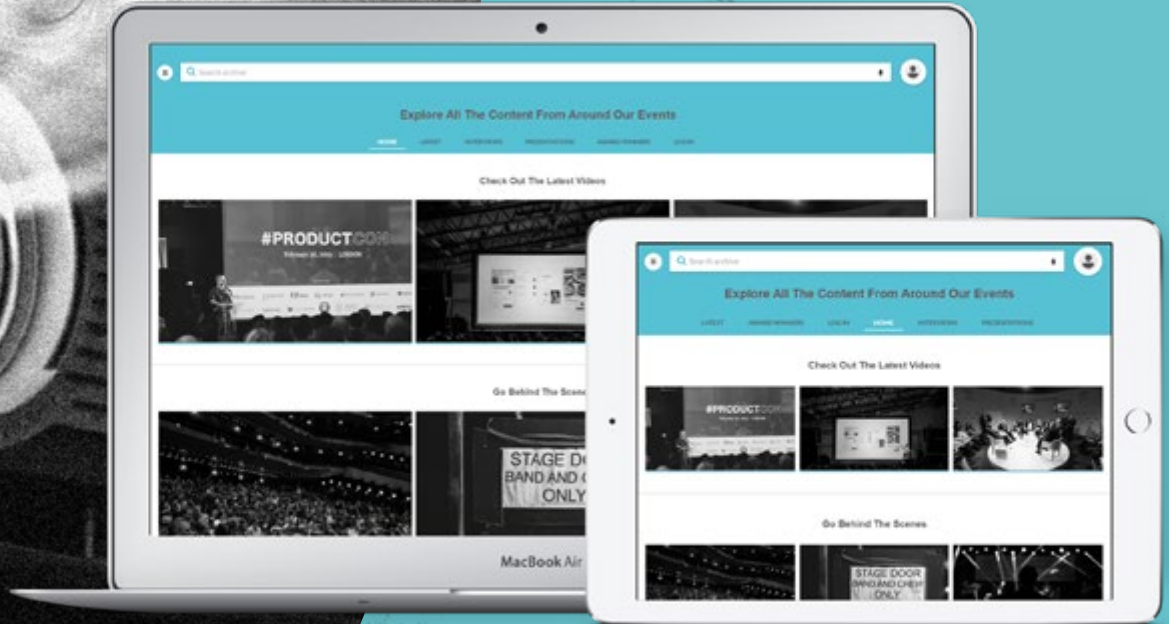
The impact that online video sharing can have for event organisers is significant. To be able to extend reach globally, enable a wider audience base to engage and share content 24/7, and attract more sponsors as a result can transform events from semi-regular occasions to year-long money makers.

However, the sharp increase in video production and content sharing needed to meet demand can be incredibly difficult to manage without a central content platform that is quick, easy-to-use, and equipped with industry-leading media management functionality built for your future requirements.

## IMAGEN CAN HELP

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Imagen is an intuitive video management solution that enables businesses to intelligently manage their video content with enhanced functionality, control, and insight. Imagen is being used by global organisations to share their growing video and media libraries through a fast, intuitive and highly-customisable online platform.



## STORE, MANAGE AND SHARE

Imagen's fast and easy content platform enables event teams to transform their audience's online experience and take advantage of video's increasing popularity.

Find out more at [imagen.io](http://imagen.io)

### WE ARE IMAGEN.

Drive engagement, generate revenue and transform your business with the world's smartest video management platform.

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