How to Create A Digital Video Strategy for Your Next Event

Justin Hartman
It’s easier than you might think to use VIDEO to create significant, lasting impact through every stage of your event.
Why not stream your event to an online audience?

- Engage attendees from any location
- Expand your reach
- Capture the valuable knowledge shared
- Create online, searchable video portals for attendees
- Generate $$$ year-round with the on-demand content, online passes and CE credits
The value of content is different for every conference.

For associations the value is membership.

Sometimes it’s recouping your costs, boosting unique visitors to your website or filling your pipeline.
The right partner will ensure you have the tools to engage members, expand your audience and fuel your content marketing strategy.

EVENT STREAMING LIFECYCLE

BEFORE

DURING

AFTER
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What is the purpose of my event?

Am I trying to expand my audience or re-engage a dormant one?

How much time, effort and cash am I willing to devote to livestreaming?

What kind of content is created at my event, and why would people be interested in it?

How much audience participation do I want to allow?

Do I want to control access to my livestream or allow anyone to access it?

Do I want to charge money for my streaming event?

What’s more important: increasing revenue in the short term or the long term?

What do I want to do with my streamed content after the event?

Use a video welcome message on your conference website, your social channels and the email invitation.

25% of ticket buyers use video to research an event before registering.

Source: Google
Find a partner that allows you to:

- Collect attendee info, payment & promo codes all in one place
- Email registrants directly about the event & target them later with content they might be interested in
- Create an easy way for people to watch and engage online
- Get valuable insight into who is watching the content

OFFER FLEXIBLE ONLINE REGISTRATION TO REMOTE ATTENDEES

71% of all ticket buying happens online
How do you get the most bang for your buck? Does that mean more on-demand content?

Do you have the bandwidth and personnel to go live with every session?

**PRO-TIP**

Stream the keynote live, and record breakout sessions on-demand
Does your provider care about the longevity and quality of your video?

Will they press record and check Twitter?

Select a content-focused streaming partner
EASE OF ACCESS
The right partner will ensure you have the tools to engage members, expand your audience and fuel your content marketing strategy during the event streaming lifecycle.
SOCIAL MEDIA & ENGAGEMENT

Use your established social channels, like Facebook and YouTube, to deliver the content where your audience wants it.

Attendees engage in online activities & social media during event
Source: Google

66%
DRIVE ENGAGEMENT WITH...

- Incorporate chat
- Encourage attendees to ask questions, make comments
- Create “watching lounges” for overflow audiences
- The more engaged = the more interested = the more likely they’ll come back for more … in person or online
• Testing/Quizzing
• Certifications
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4Xs as many consumers would rather watch a video about a product than read about it.

Consumers wanted to see more video in 2016.
Source: Hubspot
CREATE REVENUE-GENERATING STREAMS WITH ECOMMERCE TOOLS

Sell the captured content after event
- Online conference pass
- Continuing education credits
- Presentations (i.e. individual, tracks, days, packages, etc.)

Set up an online store and let the world buy it.
• Powerful analytics give you actionable data to measure impact

• Discover most popular sessions, and use to design your next conference program

• Demonstrate the value of your event video to the execs
VIDEO CONTENT STRATEGY CHECKLIST

CREATE EVENT RECAPS
- Create trailers or promotional videos to add to conference showcase
- Show last year’s conference highlights on social channels

DRIVE LEADS
- Monthly webinar series
- ebooks, checklists & whitepapers
- Case studies
- Highlight customer stories

GET EXPOSURE
- Pitch interesting use cases to reporters and analysts
- Highlight sessions in your digital newsletter

GENERATE REVENUE
- Monetize the Content
- Online conference pass
- Continuing education credits
Streamed 2017 & 2018 Annual Meetings live & on-demand

ASGCT members access captured sessions in a secure YouTube-esque video portal via Mediasite Connect

Powerful search lets members filter, sort for a customized viewer experience
Q&A

READY TO GET STARTED? CONTACT US!

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