

A Seenit mini-guide

Video marketing at events

How user-generated
video content can
drive your whole
events strategy.





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Photo by Charlotte Emms

Section 1 • Introduction

The power of human connection

In an increasingly digital world, an interesting trend is emerging. While virtual communication is now the norm and video conferencing or online hangouts are the tools of the trade for many companies, people still fundamentally crave that human connection. They want to feel part of a community. To listen, learn and be inspired.

That's why events form such a crucial part of many marketing strategies.

Of course, events can come in all shapes and sizes - from informal client breakfasts right through to vast industry conferences - but they all provide opportunities to meet new people and drive new collaborations.

Video can bring your story to life.

When you see someone in front of you - their facial expressions and emotions - it connects with you at a much more personal level.

In this environment, storytelling becomes even more critical to any marketing effort - and it is video that can really bring out the human connection your audience craves.

The results can be dramatic. Studies have shown people stay five times longer on social media videos than they do on static

content, so it really is a no-brainer for your events strategy.

But if you lack the budget for a professional film crew, or don't have any experience in shooting your own video - don't worry!

This guide will look at some of the ways you can work with your colleagues and other collaborators to create amazing video content that will help capture those unforgettable moments and engage more meaningfully with all your target audiences.



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**Story through video
shows authenticity.
If you can see
someone, especially
their facial
expression, you
can better relate to
them.**

Dina Vekaria // Pearson



Photo by Charlotte Emms

Section 2 • Using video as a marketing tool

Marketing an event? Think video, video, video!

Regardless of the size of your event, video should be your primary tool for telling that story.

It is instantly accessible and relatable. It drives to the heart of your story and helps you document the event in an inclusive, emotional and engaging way. If it's done well, not only will you be able to wow your attendees, you will be able to engage with audiences who didn't even come to the event in the first place!

But there is a lot of video content out there vying for attention. A recent study found that many young people are scrolling up to 90 metres a day on their phones. That's equivalent to the height of the Statue of Liberty!

So how are you going to provoke that sought-after 'thumb stop'? What is going to make your video stand out from the rest?

Well, the more creative you can get, the better. Event video content has the potential to be so much more than the classic montage of people enjoying themselves.

With a little planning you can deploy different video styles which bring different voices, opinions and personalities to your content:

- Ask speakers, colleagues and delegates to film themselves in the run-up to the event
- Use video, text and gifs to make announcements such as ticket launch, line-up confirmations and vendor lists
- Film colleagues providing FAQs for the event. People are much more likely to watch videos than wade through long FAQ text documents
- Consider a video diary of the event team as they set everything up

By incorporating a variety of video types, you can bring the spirit of the event to life.



Did you know that on an average, we scroll through at least 300 feet (90 meters) of content daily?



Photo by Tiziana Giordano


Section 3 • UGC vs Professionally shot

Mobilise your internal film crew!

Video production might feel like a daunting prospect.

For larger events in particular, it might be your instinct to outsource responsibility to a professional videographer or film crew. And that can provide amazing results.

But it can also be very expensive, time-consuming and lack authenticity. Plus, if it's your responsibility to approve interview schedules, shot selection and editing, it probably won't end up reducing your workload. Or your stress levels!



With that in mind, user-generated content (UGC) can really lift your strategy.

Social media has turned us all into film directors! With a few simple tips, the quality of today's camera phones means you can create fantastic video for your event using your own people. They all have phones in their pockets, after all - and engaging your colleagues is a fun and inclusive way of making sure everyone is in it together.

For larger events, a professional film crew drafted in for the day itself can add a layer of quality, but by combining that with UGC, you can capture those raw and real moments that a film crew never could, and create a diversity of faces, voices, perspectives and style that will keep things engaging and interesting for the audience.



In today's world we are all filming on our phones to share our lives with our family, friends and peers; most people have at least one video of a moment to share. Have you ever wondered what could be done with all that footage? How can all those different voices, angles, and unique perspectives be used to tell a story?

Bronnie McCarthy // Producer at BBC

User-Generated Content	Professionally-shot Video
More authentic - puts subjects at ease in their natural environments and unlocks their authentic voices	Subjects may feel stiff and unnatural when faced with big cameras and lights pointed at them
Inexpensive - with no costs on pre-production or shooting	Very expensive, with costs often reaching £10,000 per minute of edited video
Quicker turnaround times with simple phone footage and online editing software	Production can take weeks or months to complete
Truly global potential with access to footage from colleagues anywhere in the world	Shooting in different countries and locations increases cost and complexity exponentially
Shoot in flexible locations within a venue with no set-up required each time	More cumbersome set up of cameras, lighting and sound equipment

Section 4 • The marketing cycle for events

The documentary approach

No matter what type of event you are planning, there is a marketing cycle to be aware of. Planning is important here, so you should take the time to devise a programme of video content before, during and after the event itself.

Remember, events are always a team effort, and if you are all pulling together to create compelling video, the ‘documentary’ approach will add authenticity and take your viewers on that all-important ‘journey’ (see right).

By producing a diversity of content and using different channels to promote it, you can bring the spirit of the event to life and drive engagement with audiences beyond those who were in the room on the day. It is also a great way of getting people excited about your next event!

Pre-event

Build anticipation by publishing speaker profiles, FAQs, location teasers and clips from past events

During event

Try to capture the scope and scale of the event with wide shots as well as close-ups. Use your colleagues throughout the event to source a broad selection of interviews, selfies and speeches from attendees as well as speakers and VIPs to create a truly immersive, inclusive experience

Post-event

This is where you can take some time to reflect, promote next year’s event and deliver key takeaways and learning from a variety of perspectives

Section 5 • Top tips

Tips for filming with your phone

Check out our [Seenit Academy video guides](#) to filming great video content with your phone.

It's much simpler than you might think!



Photo by Tiziana Giordano

There are five fundamental things to remember:

Location - Make sure the background to your shot is interesting with different colours and textures

Lighting - Try to find natural light and avoid too much shadow

Sound - Find a quiet place and try to avoid ambient sound

Framing - Consider placing yourself or your subject to one side of the shot rather than right in the middle as that usually makes it look more interesting

Be yourself! - Speak conversationally and try to avoid pre-planned scripts - although there is nothing wrong with jotting down a few pointers if it makes you feel more comfortable

And five things to avoid:

No eye contact - Don't look at the phone display, make sure you look straight down the camera itself

Shakiness - Use two hands and keep the phone close to your body where possible

Early cut off - Leave the video running for a while even after the subject has finished talking

Panning - If you do want a panning shot make it slow and smooth - if it is too fast it will appear jerky and rushed

Echo - Try and avoid filming in echo-y places like stairwells, bathrooms or warehouses

...and don't forget about music and subtitles!

Music - The music on your video can be as impactful as the visuals. It adds another layer of emotion, helps to resonate with people and makes them more likely to engage. Thinking about the soundtrack is an important part of every video.

Subtitles - Give viewers another way of consuming your video - even if they are at work or on their commute. Accessibility is an important consideration to maximise your potential audience.



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You don't need a massive production or budget, your videos don't need to be polished, all you need is a phone.

Dina Vekaria // Pearson



Photo by Camille Thillaye

Conclusion

You might not have the confidence or feel qualified enough to create DIY video content for your events, but it is much simpler and more effective than you think - particularly if you are harnessing the expertise and experience of your community.

Hopefully, these tips will help inspire creative confidence, as well as driving inclusiveness and collaboration across your whole team - and beyond.

User-generated videos can help you produce real, authentic, relatable content that will truly capture your event - and make the viewer feel like they were in the room with you.

Give it a go!

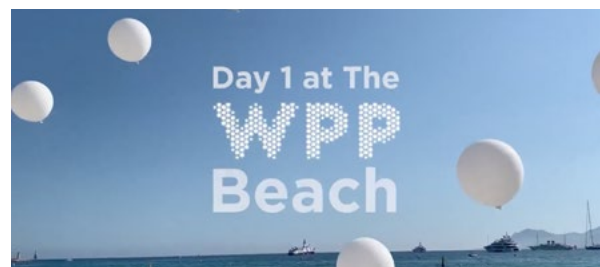
Examples to get inspired by

The Seenit team have put together a library of video content to hopefully help inspire you further:



The Spirit of Lifeplus 2019

A great example on how to easily capture pre, during and post event content. Lifeplus collects video stories from their 10,000+ associates and employees based all over the world to engage different communities around their flagship event 'Spirit of Lifeplus'.



WPP Cannes 2019

Watch how WPP uses user-generated content to share stories from their attendees at the Cannes Lions International Festival of Creativity 2019



SVC2UK What does ‘Good Growth’ mean to you?

London and Partners asked their keynote speakers traveling from Silicon Valley to share their thoughts and opinions about what good growth means to them - to build anticipation and introduce the speakers before the event



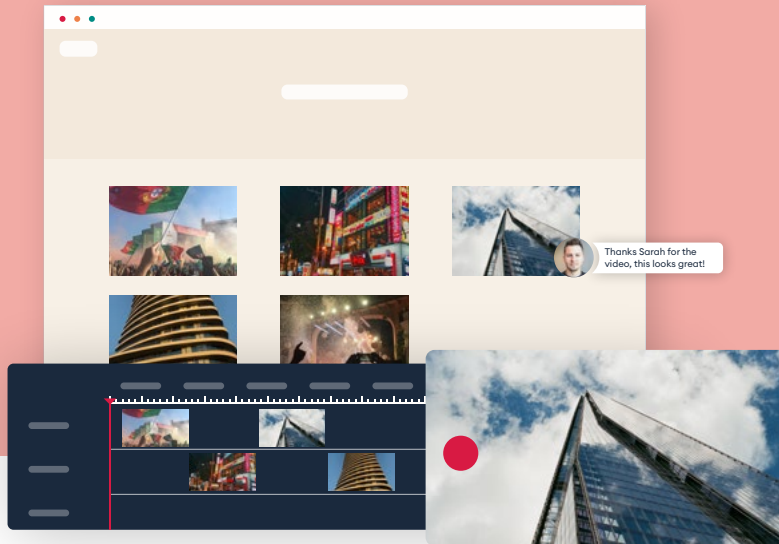
Penguin Voices at the London Palladium

Another great example of how you can showcase event highlights through real, relatable user-generated content rather than a slick, professionally-shot video



In today’s world we are all filming on our phones to share our lives with our family, friends and peers; most people have at least one video of a moment to share. Have you ever wondered what could be done with all that footage? How can all those different voices, angles, and unique perspectives be used to tell a story?

Faye Elmorey // Senior Customer Marketing Manager at Lifeplus



About Seenit

How to optimise UGC with Seenit

Creating quality UGC can be hard. It may give you unlimited opportunity to produce video quickly and easily, but there are challenges around continuity, editing and direction - particularly if you are trying to coordinate lots of different people and locations.

It can get very messy, very quickly!

Seenit is an enterprise video crowdsourcing platform that allows you to direct your people from all over the world to be your own mobile film crew.

The content filmed on the smartphone app can then easily be curated, edited, and published, all within the Seenit platform.

We are helping large organisations like yours diversify employee engagement by turning video content creation on its head. We help empower your workforce to be your storytellers, passionate creators, and brand advocates.

Seenit are helping many companies like yours:

- **Build a 'people first' culture:** engage and empower your employees to bring your company's purpose to life
- **Bring the culture, spirit and personality of your corporate events to life:** increase engagement with employees through more relevant, scalable communications
- **Engage and retain your best employees:** drive quality applications by creating more relatable, diverse and human content
- **Humanise your employer brand and attract top talent:** attract and retain talent whilst building your brand



Before we had the tool Seenit we were only able to film people in this office. Now we can spread it globally across all of our markets and we get that sense of inclusion and diversity and it's really great for what we thrive as a company.

Jennie Carter // Employer Brand
Creative at Vodafone

About Seenit

We have told over 300,000 stories. Hundreds of companies are using Seenit to bring their stories and events to life through people powered video content.

[Talk To A Video Expert](#)



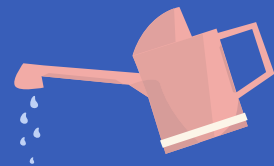
Simplify

Simplify and diversify
your event content
strategy



Engage

Engage and involve your
attendees and partners



Grow

Grow your event Impress
and delight your future
attendees