The Why of Videos

We had to explain to our participants, partners, audience and that we were putting on this.....









But no matter how much we talked and talked all they pictured was this.....





Our Producing Approach

- Why did we need to capture video?
- Who was the video for?
- How would it be distributed?



Our Assets

1.) Sizzle Reel(s)

- 3-5 minute overview of our programs
- Have helped us recruit sponsors and partners

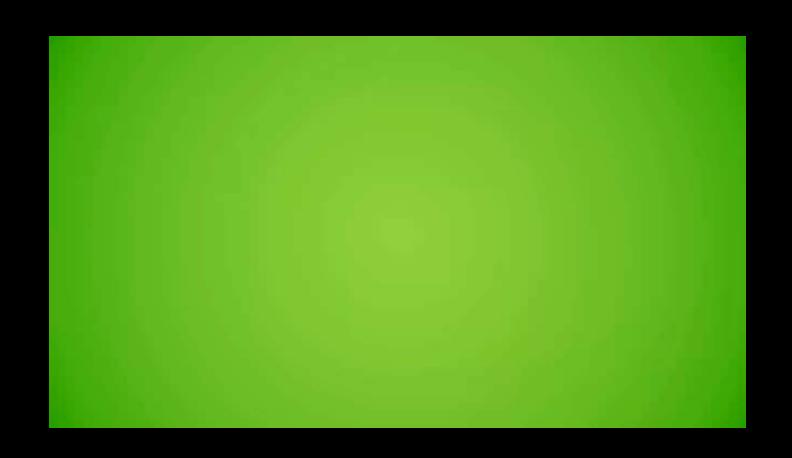
2.) Ads

- 30, 15, 10 second spots
- For broadcast and social media to promote the festival to a wider audience

3.) How To Videos

- Videos that show partner expectations for a variety of programming areas







Lessons Learned

- Distribution is a big deal get your marketing people involved from day 1
- You don't have to have a lot of video assets to make an impact
- If you are filming an event ask yourself how interesting the footage will actually be

