

INTRODUCTION

"If you want a powerful event video then choose a video production partner that is as eager to document the success of your event as you are."

Video is the perfect way to extend your events impact beyond those people that are able to attend. Video enables you to capture the excitement, energy and emotion of what it felt like to be at your event on the day. But, creating an event video goes beyond simply reaching a much wider audience. A good event will also enable you to:

- * Attract future attendees to your event
- * Highlight the brands that you work with
- * Gain new employees and partners
- * Explain your vision to both internal and external audiences

Unfortunately event videos often fail to achieve their full potential. A video which looks less than impressive and doesn't engage your target audience can even have a negative impact on marketing the event. The purpose of this report is to give event planners and organizers a better understanding of the event video production process. Below you will find everything from what to look for in a production agency, to incorporating innovative filming techniques, to requesting the right file types and even marketing your video.

Each event is something special and unique. Our hope is that the information detailed here helps you to make more informed decisions about how you capture it on film.

- Adam Neale, Managing Director, Bold Content Video

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CHAPTER 1

HOW EVENT ORGANISERS CAN ENSURE THEY CAPTURE A GREAT EVENT VIDEO

Choosing the right video production company to film your event is crucially important. Having spent a lot of time and money on an event you need to make sure it is captured in all its glory so you can use it as a promotional tool for future events or for your services as an event organiser.

Choosing a video production company with an in-house team is very important. An in-house team will have worked together across many previous video production projects and will know how to communicate and work together to capture the necessary selection of wide shots, close ups and moving shots to make the edit fast-paced, engaging and dynamic.

During the initial call a good video production agency will ask the right questions about the aims and objectives you have for the video. This will include identifying the target audience and how you want them to respond once they've viewed the video. A lot can be gleaned from the initial call and you want to make sure the video production agency has your marketing goals at the forefront of their minds when they are preparing a quote.

They should use top quality HD cameras to ensure you get crisp high-end visuals, broadcast quality sound equipment to capture people's voices above the room noise and lighting that does not blind the attendees when they are being filmed.

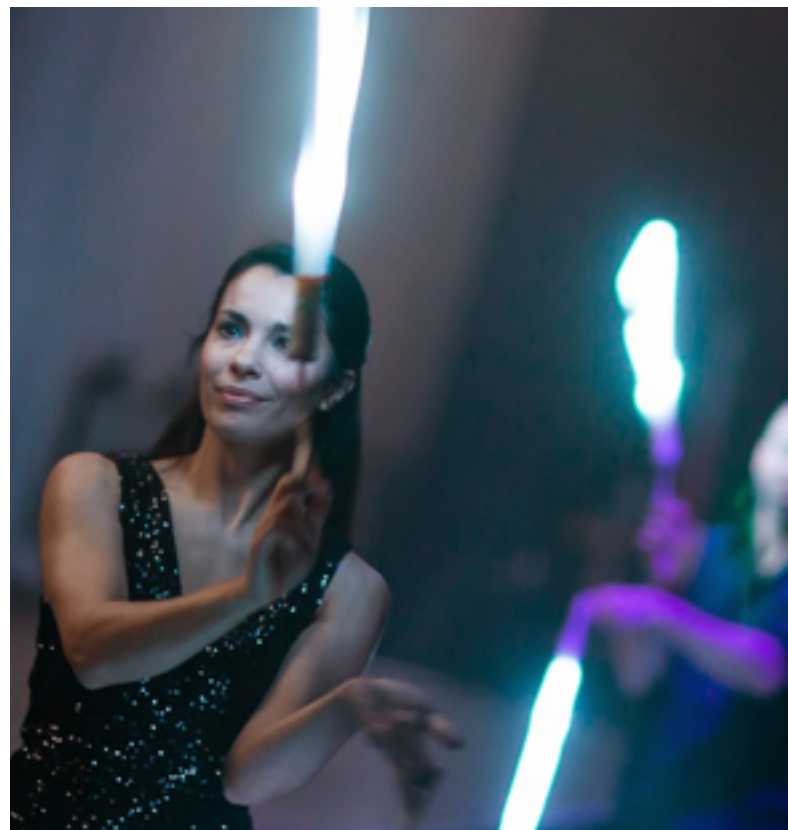
They should be eager to use creative shots such as timelapses and fluid camera moves to show off your event in an eye-catching, high quality manner. Of course they will need to have invested heavily into the latest technology to ensure they are able to capture the most high caliber shots possible.

If you get the sense that they are a fun team to work with it can make all the difference as they will need to mingle with your attendees so choosing people who are upbeat, positive and fun to be around can make the event all the more enjoyable.

They will also need to be experienced enough to take cues about when to film and not to film people. People don't like being filmed whilst eating and usually at events where alcohol is served, they need to know when to stop recording as people don't like to be filmed in a corporate environment once they have had a bit to drink.

Look for an agency which offers in-house post production. A good agency will be able to turn around the edit quickly and colour grade it to make it look bright, shiny and colourful.

Make sure suitable music is included in your quote and ensure that you can request for the music to be swapped after the first draft has been delivered if you don't like the track they initially chose.



The production company should be able to demonstrate digital marketing and analytical capabilities. It's essential that they have monitored the stats of previous videos and are aware of where people drop off when watching an edit so they know where to tweak the video or to improve their performance next time.

Sometimes a presenter led approach can work well for event videos, especially if someone within the organization hosting the event can present the video as it creates a valuable customer touch point and an authentic face of the company.

The key is to capture a lively, impassioned, authentic speaker who can communicate the goal of the day in a lucid and engaging manner. The video production company can then design a video structure around various key messages that they could deliver to camera throughout the day.

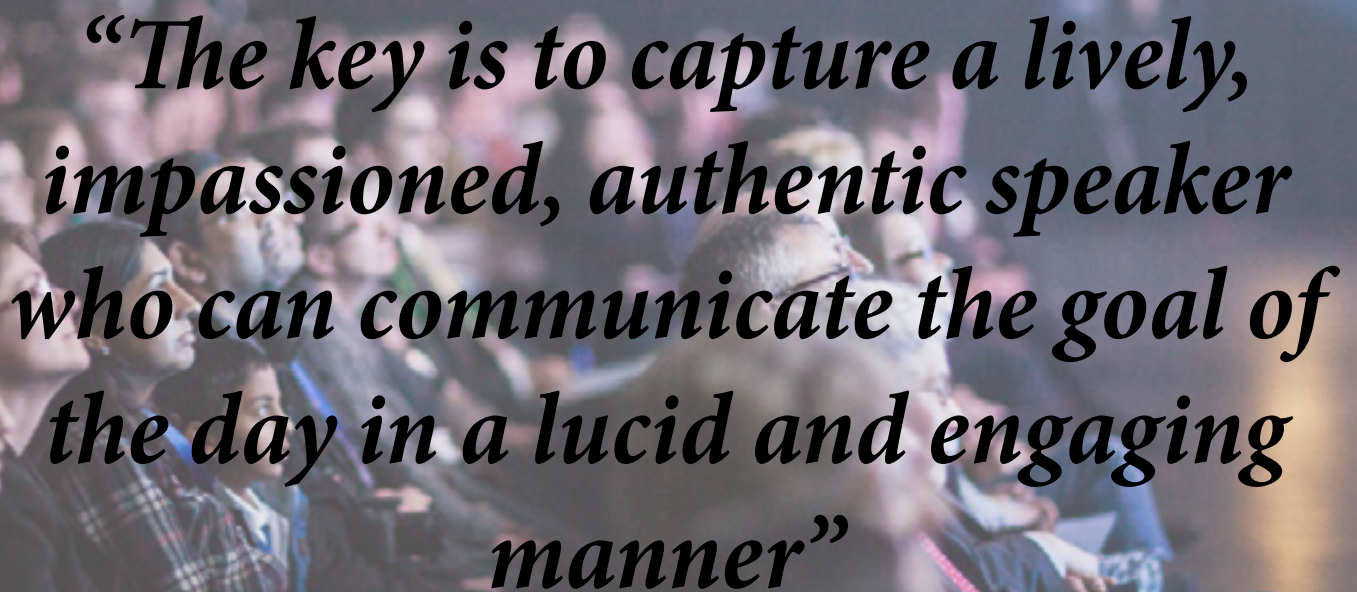
Presenters can also be professionals who are experienced at delivering messages to camera. The advantage of this approach is that it takes less time to capture a good take of the to-camera dialogue and they will look and sound confident without any input from the Director.

Presenters are also experienced at approaching people at events and getting them to talk on camera in a way that will be useful in the edit (i.e. including the question in the answer and keeping the answers short and sweet).

You should ask your video production company for examples of both approaches and also for a third approach of not having a presenter at all. This is a very popular style and works well for short event videos, which feature vox pops or short interviews, giving participants a chance to document their individual experience, of how effective the day was.

Innovation is also a quality that you should look for in your video production provider. If they suggest new tools and techniques that you haven't heard of it's a good indication that they are on the ball and eager to work with you to meet your marketing goals.

A visually stunning and engaging video can be a powerful promotional tool for your next event. You want to ensure that people who are unable to attend are able to feel the same sense of excitement and energy as the participants. If you want a powerful event video then choose a video production partner that is as eager to document the success of your event as you are.



“The key is to capture a lively, impassioned, authentic speaker who can communicate the goal of the day in a lucid and engaging manner”

CHAPTER 2

How to transform a speech with dry information into a compelling video?

300 hours of video footage is uploaded to YouTube every single minute. This gives an indication of the size of the audience for video content, but also the level of competition that exists. Creating a video for your event is a fantastic promotional tool, but how can you make sure that your video stands out in a crowded marketplace?

How to transform a speech with dry information into a compelling video?

Event videos are typically composed of various with various types of shots. An event will usually show the location or venue, the people who are attending the event and often there will be an element of speech in the video. This may be a vox pop interview with attendees of the event, a talking head interview with the organizer or a speech or presentation during the event.

Vox pops and talking head interviews need to be quite short and snappy, they make an event video more interesting because they give great sound bites. If you include a speech or presentation in your event video this might take a bit more time, you don't want to lose your audience during the course of the video.

Sound has a much bigger impact than most people imagine. Sound can really help bring a message across. Happy, fast paced and upbeat music can really capture the moment and get someone's attention.

Combine the music with great sound bites from interviews such as vox pops or talking heads and the video is a critical part of communicating your key messages.

The third aspect to differentiate your video from other videos is give it that last creative twist. Ask a video production company for advice, they spend a lot of time looking at the trends in the video landscape and know exactly what you need to do to stand out from the crowd.

“
People working in video production are generally very creative and loved to be consulted about the sort of techniques that they would like to use
”



CHAPTER 3

HOW TO COMBINE ANIMATION AND LIVE ACTION TO CREATE STUNNING EVENT VIDEOS

Want an event video that looks spectacular and sets you apart from your competition?

Then combining live action with animation can be a great approach. Here we will look at the ways that animation can be added in post production to create a unique, highly compelling event video.



What is post-production?

Post-production occurs after a filming ends. In some cases post-production of an event video may be as simple as the selection and arrangement of the footage into the correct sequence. However, there is much more that can take place during post-production to improve the quality of your event video:

- Picture editing
- Color correction
- Adding visual effects
- Sound mixing
- Music composition
- Integrating animation

Adding graphics into your event video can really make a standard presentation look impressive. This same technique can also be applied to other elements of an event video.

Adding the animation graphics to the video will all be done during the post production process, but will need to be planned carefully before the shoot as there needs to be appropriate space to place the animation in the shot.

Most people have seen the BBC News intro where they use examples of data being streamed round the world with small white lines connecting dots to represent the data that has been beamed around the world. That's a fantastic technique that can also be employed in the event videos.

If the graphics are planned correctly they will tie in seamlessly with the rest of the video making it more memorable and more interesting. It is that little extra that will make people talk about your video and share it with others.

CHAPTER 4

INNOVATIVE EVENT VIDEO FILMING TECHNIQUES

Adding animation is just one way to make your video exiting. The techniques and cameras used to shoot the event video can have a great impact as well. Below are four great ways to add another element of visual creativity to your video.

01 Cable Cam

A cable cam can be used to create fantastic effects on event videos. A cable cam is a platform which is strung between two cables that go across the length of a room. If you fix it near the ceiling then the cable cam can pull itself along the wires over the heads of everybody at your event and if the camera is facing downwards you can take a time-lapse shot of the event taking place beneath.

This technique is great because you can film your event in its entirety from this top angle, you won't have to worry about people standing in front of the camera too long (this can be a problem when filming time lapses), or having to move it during the course of the event.

innovative

stunning

new

extraordinary

fantastic

02 Hyperlapse

Hyper-lapse, also called flow motion, operates a similar concept as the cable cam, the camera moves slowly from one point to the other. During a hyper-lapse a camera is set on a rails that moves the camera slowly from one side to the other, taking a photo every time it moves. When stitching the photos together it creates a moving time lapse.

Because the time lapse is made out of still images the quality is much higher compared to moving images. It also gives the video production company a huge amount of possibilities for the post-production process.

03 Hand-held camera stabilization systems

You can also use hand-held camera stabilization systems, such as the MOVI. This is a fantastic piece of equipment that allows you to gain smooth, SteadiCam-esque shots that look really smooth and flowing as you travel through the event that you are filming. Giving your video an extra element of movement

“These can make event videos look absolutely fantastic”

04 Drone / UAVs

Another piece of equipment that can make an event look absolutely fantastic is a drone helicopter or a UAV (Unmanned Aerial Vehicle). These drones have small cameras attached to the bottom of them and can be used on events if they are held outside.

You can fly above the event taking place and capture the set-up or the pack down or even the event taking place itself. There are safety and health implications to be aware of when thinking about using drones, but if they are used in the right way then you can capture some incredibly, stunning footage.

“You can fly above the event and capture stunnig footage”



CHAPTER 5

REQUESTING THE RIGHT DELIVERABLES

CAMERA

If you wish to achieve a “cinematic” look for your event video you need to use camera’s capable of recording in 1920 x 1080 in 24p or 25p. DSLRs are fine but for work which is intended for broadcast you should use cameras which can record to a 50mbps 422 codec. Something like the Canon c300 is ideal. Shoot and edit in either 24p or 25p to aid worldwide distribution.

CREW

We have found that working with smaller crews works best for events because it is less obtrusive for the participants. However, you need to have enough people on-set to ensure that all release forms are signed. This should be a dedicated job role for a crewmember.

LIGHTING

Try to use natural lighting where possible. Reflectors are great but for areas of low light use portable lighting rigs. LED lights are great for their portability but only high-quality lights with good color rendition should be used to ensure natural skin tones. We also recommend using a camera with a quality top light. Use a top light with a soft rather than piercing light so as to not to disturb the participants.

SOUND

Please take high quality lavalier mics and position them on interviewees where they are not prominent or distracting. Radio mics can be useful for ‘walk and talk’ situations. Boom mics are useful and should be used on interviews in addition to the lavalier mic. Please record at a minimum sound quality of 48k 16bit wav files.

EDITING

Videos should be edited in the same frame rate that they are shot in. A good video production crew will capture a wide variety of shots so that the editors are able to cut between different camera angles during post production. For post-production you will want to use a good quality, non-linear editing suite. You will also need plenty of storage because event videos will generally produce many gigabytes of data.

RELEASES

Signs should be put in place identifying that filming is taking place. Have your camera operator capture the sign in place at the view in case there are any release issues later on. For talking heads and interviews signed release must be accompanied by a photograph of the individual. The individual should be photographed holding a sign that clearly shows the individual’s name, a reference to the scene in which they appear and their age (adult or minor). The photograph must be attached to the signed release form.

CHAPTER 6

7 WAYS TO MARKET YOUR EVENT VIDEO

Video is a fantastic way to capture your conference, seminar or other event. But, once you have your event video ready you want to ensure that you maximize its impact. If you want your video to reach an external audience then you will need to market it.

Here are seven effective ways to get more viewers for your next event video:

#1 Write A Press Release

Including a custom mix of video, images and multimedia in a press release expands the audience up to 970% (Source: PRNewswire)

Press releases can be a great way to gain more exposure for your video and potentially get it placed on media publications websites. Many press release sites now allow you to embed the video directly within the press release. Some of the best press release sites which offer embedding include:

- PR Newswire
- PR Web
- Business Wire
- Release Wire

#2 Video Sharing Platforms

Adding your video to a video sharing platform, like YouTube or Vimeo, should be considered an essential part of marketing your event video. YouTube has a massive internal audience as well as providing the opportunity to reach even more viewers through Google search.

YouTube has arguably become an even more integral part of video marketing strategy thanks to recent changes to how rich snippets are displayed in Google. Google is now much more likely to display snippets for videos which are hosted on YouTube than on other video sharing platforms or websites.

#3 Share On Social Media

Share your video on any relevant site where you have a social media presence. This can include in Facebook Groups, Pinterest Boards, LinkedIn Company Pages or your Twitter stream.

#4 Use The Right Keywords

If there are specific keywords that you want to target for example “London Tech Conference” you want to be sure to include these in both the title and description. Including keywords will help the search engines to correctly categorize your video and thus make it easier for viewers to find.



#5 Embed Your Video

If you have a blog then you can embed it there. Create relevant content to the video such as a write up of the event or behind scenes information. Having text based content to expand on the video helps to create context and added information for your viewers.

#6 Tag The Video

Another important component of marketing your event video is tagging it correctly. For example, for this event video of Beatbox from TEDx conference, relevant tags would be “TEDx”, “Beatbox” and “Beatboxing”.

#7 Social Media Advertising

Social media sites like Twitter and Facebook are perfect if you are trying to reach a specific demographic with your video. These sites have very detailed data about their users which allows you to really laser target your advertising campaigns.

About the Author



Adam Neale is managing director of Bold Content Video. With over fifteen years experience in the industry, Adam started Bold Content Video in 2011 with the vision of marrying strong digital marketing techniques with solid video production experience. Passionate about video, and in particular the possibilities of new technology, he draws inspiration from innovative filmmakers, looking to inject freshness and excitement into each video Bold Content produces. Day to day Adam is responsible for Bold Content's in-house team of camera operators, script writers, video editors, animators and producers, and when possible still loves to get behind the camera.

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SHORT FILM "GIRLS WHO READ"
DIRECTOR OF PHOTOGRAPHY

SHORT FILM "ALL IN THE METHOD"
DIRECTOR OF PHOTOGRAPHY

LONDON OLYMPIC GAMES
CAMERAMAN

HBO, BBC, FILM4
PRE-PRODUCTION CAMERAMAN

FILMED DOCUMENTARIES ALL AROUND EUROPE, AFRICA AND NORTH AMERICA



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“PANFILO” SHORT FILM PREMIERED AT BAFTA
FIRST ASSISTANT DIRECTOR

“GREAT WHILE HIGHWAY” FOR DISCOVERY CHANNEL
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NARRATIVE SHORT FILM “CLOSING DOORS”
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