

3 REASONS WHY YOU NEED CONFERENCE TV

1 CONTENT IS KING

Seth Godin said, "Content marketing is the only form of marketing left". Content educates your audience, builds trust with your customers and improves retention of messages.

2 CONTENT CREATION

In today's content-driven world, all businesses should be looking for ways to create original content. A conference is a perfect platform to do this.

3 CONTENT PLAN

The key to a successful campaign is to make sure there is a content plan in place. It should cover the messaging and distribution of the content.

Conference TV are conference content specialists

DID YOU KNOW 90% OF ALL CONFERENCE CONTENT IS FORGOTTEN WITHIN ONE WEEK

Without some form of retention aid, most of what delegates hear at a conference will be lost within a week. Video is the perfect medium to do this.

90% WITHIN A WEEK

70% WITHIN A DAY

50% WITHIN AN HOUR



CONFERENCE TV
RECORD. PACKAGE. DISTRIBUTE

IT CAN COST UP TO

3X

THE PRODUCTION COST TO PRODUCE ORIGINAL CONTENT OUTSIDE OF A CONFERENCE

We take care of all aspects of the content production from the initial brief to providing a content plan for you to make the most of the final content.

1 BRIEF

A pre-event meeting clarifies the essential details we need to produce your content and the content plan.

2 RECORD

A two camera set-up is used to capture presentations, interviews and other content. We shoot according to the content plan laid out in the briefing meeting.

3 PACKAGE

Conference TV will produce 30-45 minutes of high quality content from your conference:

- ▶ Highlights (3-5 minutes)
- ▶ Interviews (5 – 10 x 3 minutes)
- ▶ Keynote segments (5-10 x 3 minutes)
- ▶ Social media snippets (5-10 x 1 minute) formatted for social media with subtitles.

OUR PROCESS IN



4 DISTRIBUTE

We provide you with a content plan for distributing the content in the most effective manner. The plan is based on the audience requirements and includes distribution across the company website or intranet, a public or private YouTube channel and social media.

For sales enquiries please contact the USB sales team on 011 074 9800



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