

# CONFERENCE AND EVENT VIDEO: A WINNING STRATEGY

The right online video strategy will help you reach larger audiences and increase revenue





## INTRODUCTION

**The conference and event industry is booming. Audiences everywhere are rediscovering the value of face-to-face networking, the importance of professional education, and the plain thrill of hearing a dynamic speaker firsthand.**

At the same time, online video is growing. New, video-friendly devices like iPads, smartphones, and even web-enabled televisions are dramatically increasing the hours of video being watched. Most significant is the sharp rise in the amount of time people spend watching information-rich, long-form video programs.

An online video strategy can help conference and event organizers benefit from these twin trends by:

1. Extending the shelf life of their conferences and events
2. Reaching global audiences defined by interest, not geography
3. Increasing revenues through additional sponsorship opportunities and through pay-per-view access

Moreover, a winning online video strategy creates a virtuous circle that year-over-year strengthens an organizer's ticket sales and sponsorship efforts.

## CONFERENCES AND EVENTS

by the numbers

**263**  
BILLION DOLLARS

Total direct spending associated with U.S. meetings activity

**205**  
MILLION

Total number of U.S. conference and event attendees

**1.8**  
MILLION

Total number of conventions, conferences, congresses, trade shows, exhibitions, incentive events, and corporate/business meetings in the U.S.

*Source: Convention Industry Council, February 2011*

## ONLINE VIDEO

by the numbers

**38**  
BILLION

Videos viewed in U.S. per month

**105**  
MILLION

Americans watch online video daily

**6.2**  
MINUTES

Average video view length

*Source: ComScore, February 2012*



## THE POWER OF ONLINE VIDEO



George Kemble, head of Stanford University's Design School, described a medical breakthrough during a talk at Chautauqua, America's oldest ideas festival. He recounted how a group of students designed a baby incubator, reducing the device's cost from \$20,000 to a mere \$20!

### WHAT ARE YOUR GOALS?

When developing an online video strategy, start with the end in mind. How will you measure your success? What are your goals?

#### MARKETING AND REACH

*You seek to reach new audiences and to promote your event.*  
This is the simplest goal to achieve and you'll need just two things: high-quality video and smart distribution. Your videos become your promotional engine: Each video view generates additional exposure and increases awareness, which will help sell more tickets to your next event and to attract additional sponsors.

#### MARKETING AND REVENUE

*You seek to reach new audiences to promote your event and you aim to generate incremental revenue from online sponsorships.*  
This goal depends on high-quality videos and carefully planned distribution. However, with sponsorship comes additional complexity. To start, you'll need a sales team versed in online video to sell the opportunity to sponsors. Next, your distribution and strategy must focus on satisfying the sponsor, which may require lead generation or custom advertising executions. You'll need to consider how these might impact audience size.

#### MARKETING, REACH, AND REVENUE

*You seek to sell pay-per-view access to live and on-demand viewing while generating incremental revenue from online sponsorships.*  
This goal requires enormous focus and execution, and can deliver the greatest reward. You'll need to produce a superior video, balance audience development while promoting your pay-per-view offering and facilitating ecommerce — all the while, fulfilling your sponsorship obligations.

No one goal is easy, and each involves differing levels of risk, investment and reward. Pursuit of one particular goal over another will involve trade-offs and sacrifices.

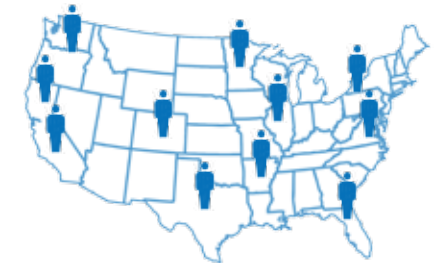
# 150

People watch at the venue



# 500

People watch online



# 325,000

People watch on-demand within 30 days of the event



# THE FIVE BASICS

Every successful video strategy depends on the execution of five basic steps. However, the execution of these tasks must be tailored to meet your goal: **Marketing and Reach, Marketing and Revenue, or Marketing, Reach, and Revenue.**



## 1. ONSITE VIDEOGRAPHY

Shooting video is the cornerstone of your strategy. You'll need professional, high-quality and cost-effective field production. This can include multicamera shoots, onsite direction and live streaming. For instance, the live stream of a typical one-day event requires two videographers, a director, a live stream kit, and a robust Internet connection, as well as audio, staging, and lighting.



## 2. POST-EVENT PRODUCTION

After the video footage has been captured, it must be edited and encoded (processed for viewing). You'll need sound and color correction, text overlays that identify speakers and presentation materials like PowerPoint slides, photos, and charts edited into the finished video program. Also, you may want a short, 2-3 minute preview video from each conference session to entice viewers to watch the full-length video programs.



## 3. MULTIPLATFORM DISTRIBUTION

Viewers today are accustomed to watching video when, where, and how they want. For effective distribution, you'll need to ensure that your video is viewable not just on computers and laptops, but also on smartphones and tablets. This requires transcoding, a process that enables the video to be uploaded to YouTube, Hulu, or the iPad.



## 4. MARKETING AND PROMOTION

The sheer volume of online video being produced – YouTube estimates 60 hours of video are uploaded every minute – means that reaching new viewers is not easy. First, you'll need to reach the right audience by identifying niche websites or renting third-party mailing lists. Next, you'll target this audience using social media, emails, paid search, advertising, and public relations.



## 5. INCREASED REVENUES

Significant, incremental revenue can be generated from online video through sponsorships and pay-per-view sales. You'll need to understand the inherent tensions between audience size and monetization strategies to maximize your returns.

# 33% INCREMENTAL REVENUE

A high-end traditional event can generate significant additional revenues from an online video strategy. Pay-per-view sales generally peak around the date of the event. Revenue potential increases with registrations, traffic and time.

### TRADITIONAL EVENT

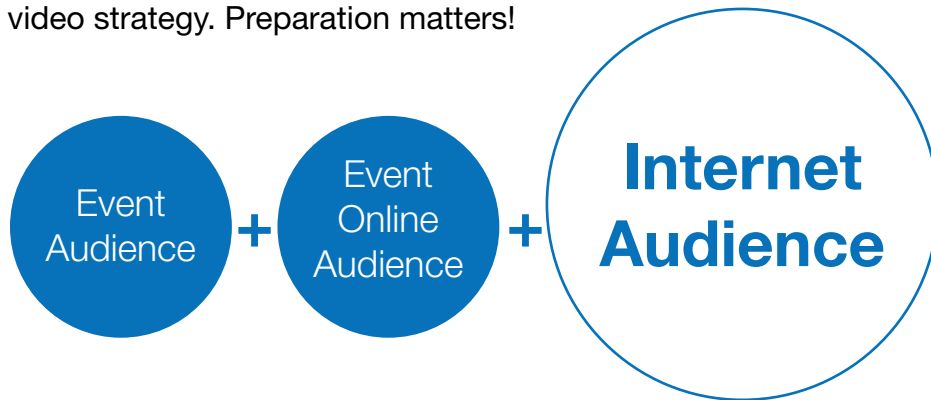
Tickets	
Price	\$1,495
Units	300
Revenue	\$448,500
Sponsorship	
Price	\$50,000
Units	4
Revenue	\$200,000
<b>Gross Revenue</b>	<b>\$648,500</b>

### WITH A WINNING ONLINE VIDEO STRATEGY

Full Conference: Live Stream + On-Demand Pay-Per-View	
Price	\$199.99
Units	500
Revenue	\$99,995
Single Program: On-Demand Pay-Per-View	
Price	\$19.99
Units	2,500
Revenue	\$49,975
Sponsorship Upsell	
Price	\$25,000
Units	3
Revenue	\$75,000
<b>Incremental Revenue</b>	<b>\$224,970</b>

## TIMELINE: BEFORE THE EVENT

As every event organizer knows, the key to a successful event is preparation: Identify key tasks, produce deliverables, and meet deadlines. The same is true when it comes to a successful online video strategy. Preparation matters!



### 120 DAYS TO GO

- Determine your goals for online video and a budget:
  - o Marketing and Reach
  - o Marketing and Revenue
  - o Marketing, Reach, and Revenue

### 90 DAYS TO GO

- Select vendor(s) for execution of your strategy
  - o Solicit bids as needed for video production, live streaming, audio, Internet connection, editing and post-production, site hosting and video playback, ad serving, metrics reporting, ecommerce processing, customer service, marketing, and sponsorship sales
- Create a marketing strategy that includes:
  - o Use of online video to drive sales to physical event
  - o Early bird pricing for online offering
  - o Tactics to reach new online audiences

### 60 DAYS TO GO

- Implement your marketing strategy
- Create “scarcity” through early bird pricing and contests
  - o Recognize that even while most sales will NOT occur until one week prior to the event, marketing is essential to raise awareness
- Develop a distribution strategy for your video
  - o Understand that large audiences are not always the right audiences

### 30 DAYS TO GO

- Boost your marketing strategy
  - o Pull out all the stops as the event nears!
- Coordinate all aspects of video production: Site visits, media releases, and rights clearances
- Coordinate all aspects of web development: Approve web page designs, registration pages, and sponsor branding
- Coordinate all aspects of distribution strategy: Test livestream on third-party web sites to include media partners and sponsors

**800%  
REVENUE  
GROWTH**

## THE NEW YORKER FESTIVAL

Each fall, The New Yorker Festival brings together a distinguished group of writers, thinkers, artists, and other luminaries, and covers topics including film, music, politics, economics, architecture, fashion, and literature.

# 2010

People seeking a program ticket on the Festival website were informed that it was sold out:

**This event is sold out.**

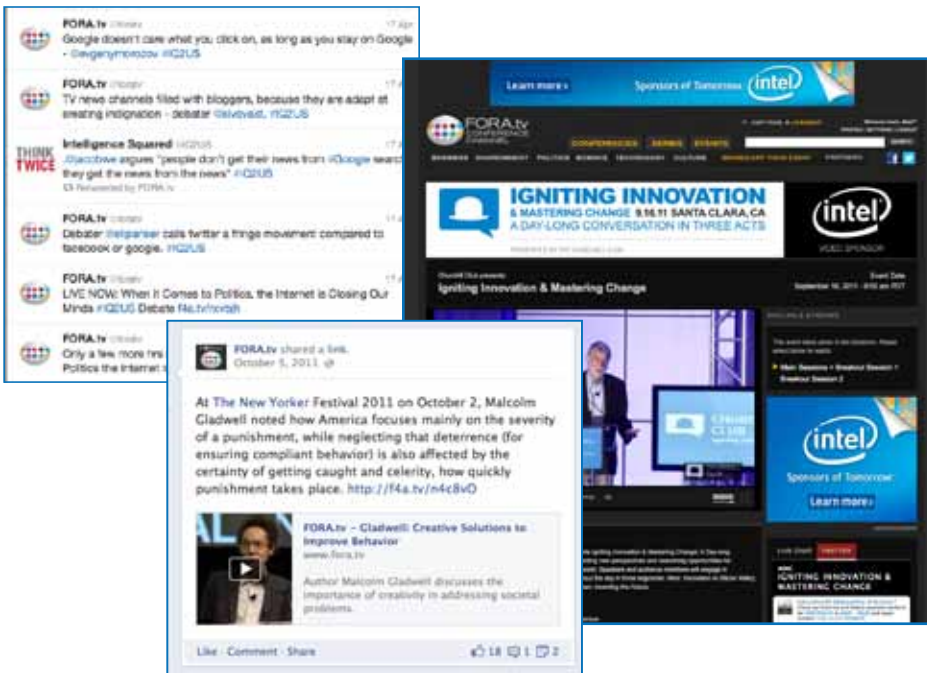
# 2011

People seeking a program ticket on the Festival website were greeted with the following message:

**This event is sold out.**

**Watch Live Online Here**

People were given the opportunity to click through to purchase live and on-demand viewing. The result: happy customers, more of them, and an **800%** increase in online revenue.



## TIMELINE: DURING THE EVENT

On the day of your event, the power of online video will become apparent. Audiences that far outnumber the capacity of your event space will flock to your livestream. It's not uncommon for an event that has a capacity of 500 to draw 10,000 livestream viewers.

### DAY OF EVENT

- Livestream and videography
  - o Coordinate and manage all videographers
  - o Establish a stable, high-quality livestream that can be viewed by audiences around the world
  - o Assign a moderator to manage Live chat and Twitter feeds.
  - o Ensure same day posting of full video program and short previews (live capture footage)
  - o Speed is key or you will fall behind the media and social buzz surrounding your event and lose views or impulse purchases
- "Real time" implementation of your marketing strategy
  - o Social media
  - o Outreach and continued engagement with attendees, speakers, and sponsors
  - o Press and blogger relations
  - o Opportunity for earned media
  - o Speaker outreach
- Onsite collateral and marketing
  - o Encourage attendees "to share" the event with co-workers and friends
  - o Special offers for on-demand viewing

## LIVE AUDIENCES NEAR AND FAR

**WIRED**  
BUSINESS CONFERENCE  
IN PARTNERSHIP WITH  
MDC PARTNERS

On May 3, 2011, WIRED hosted more than 425 top executives at the sold-out Wired Business Conference and 10,000 more watched online.

### TWITTER

**MarthaStewart** I am at the @WIREDBiz conference hearing all types of great q and a's with technology geniuses

**mrquinner** watching the WIRED business conference on fora.tv. I absolutely love these talks. Inspiring

**BillGates** In NYC for my Q&A at the WIRED Business Conference. Live stream on our website starting at 6:10 AM PST

**SteveLussier** technology watchers alert - lots of interesting stuff clearly happening at the @WIREDBiz conference today. Follow the tag and check it out

**Pkafka** Reed Hastings sums up Netflix pitch at WIRED conf: "It's not everything you want to watch, but it's only eight bucks a month."

### PRESS IN ATTENDANCE

The New York Times    AdvertisingAge  
WALL STREET JOURNAL    TechCrunch  
THE HUFFINGTON POST    Atlantic  
REUTERS    BusinessWeek

**170**  
MILLION PRESS IMPRESSIONS

**CNBC** BUSINESS INSIDER  
**CNNMoney** VentureBeat

Source: White Paper, WIRED



## TIMELINE: AFTER THE EVENT

A well-planned online video strategy really kicks in as soon as your event ends. To understand why, let's use the analogy of throwing a stone into a lake. Your actual event makes a big splash, but your online video strategy produces hundreds of ripples that reach new audiences and new revenue streams.

### 0 - 30 DAYS AFTER

- Post-production
  - o Editing of high-resolution files to include sound and color correction, adding sponsor or event branding slates, incorporating presentation materials, and replacing of live capture video programs
  - o Proper web advertising units displayed on behalf of sponsors
- Marketing and Reach
  - o Push to aggregators : YouTube, DailyMotion, Hulu, etc.
  - o Target outreach to influential bloggers, press
  - o Leverage social media: Facebook, LinkedIn, Twitter
- Marketing and Revenue
  - o Promotion of previews
  - o Drive traffic to full program
  - o Satisfy sponsor commitments
  - o Monitor and measure as needed
- Marketing, Reach, and Revenue
  - o Promote pay-per-view access
  - o Implement a la carte pricing
  - o Incentive purchase of event viewing pass
  - o Create special offers and discounts

### 30 - 90 DAYS AFTER

- Marketing and Reach
  - o Distribution strategy continues
- Marketing and Revenue
  - o Satisfy sponsor commitments
- Marketing, Reach, and Revenue
  - o Experiment with special offers
  - o Longtail sales via search engine marketing
  - o Identify "hits" to spur interest in other event programs

### 90 - 180 DAYS AFTER

#### Begin planning for the next event!

- Use event video to sell tickets and increase your audience
- Use event video to upsell and attract new sponsors

## MORE VALUE FOR YOUR SPONSORS

Traditionally, a sponsor pays the event organizer to receive a logo printed in the event guide, a banner behind the stage, and perhaps an opportunity to introduce a speaker or panel during the event. When the event ends, so does the sponsorship.

Online video sponsorships, however, provide high-impact, long-term branding — and generate significantly more value.

	Traditional	Online Video
Logo in event guide	Yes	Yes
Banner onstage	Yes	Yes
Introductory remarks	Yes	Yes
Pre-roll advertising	No	Yes
Display advertising	No	Yes
Branded content	No	Yes
Portable messaging	No	Yes
Impressions	Capacity of Venue	Infinite
Duration (days)	1	Unlimited
Value	\$10,000	\$25,000

## CHECKLIST: EXECUTING YOUR PLAN

After you've determined your goals and decided on the right online video strategy, you'll need to begin executing. While your strategy consists of five basic components, the number of individual tasks required will vary based on the complexity of your plan. To simplify things, draw up a checklist of tasks (see below) and determine if your organization will do all of them, some of them, or none of them. For each task, there are multiple vendors in the marketplace offering multiple solutions at multiple prices. To avoid the need to manage these vendors, many event organizers opt for a full-service provider, saving them time and money.

## SAMPLE CHECKLIST

### Video Production

Gear: Cameras and equipment
Staff: Videographers and director
Live stream: Internet connection, hardware, software

### Web Development

Site hosting and video player
Building pages specific to your event or conference
Ad serving
Sponsor obligations
Registration and ecommerce

### Post Production

Encoding
Editing
Transcoding

### Marketing and Distribution

Before, during, and after strategy
Social media outreach
Press and blogger outreach
Search engine marketing
Advertising

### Revenue

Ecommerce processing
Pay-per-view sales
Sponsor sales
Customer service

## THREE COMMON MISTAKES

Easy to avoid "gotchas" that undermine online video strategies:

### 1 POOR QUALITY VIDEO

Don't be tempted by the lowest bid for videography or an offer of help from the nephew of a friend who "knows how to shoot video." Not even the most skilled editor can correct footage from an out-of-focus camera or fix a poorly framed shot.

**Advice: You've worked hard to produce a great event. Don't cut costs on your videography.**

### 2 LACK OF POST-PRODUCTION

Once your event is over, the videography team will hand you a hard drive containing event footage. Now what? Who will edit the files and prepare them for playback on the Internet? On what site? In what video player?

**Advice: Create and follow a beginning-to-end video production plan to save time and money.**

### 3 NO ONE WATCHES

Too often event organizers post a video online and are both surprised and disappointed when few people watch it. Videos that go viral are extremely rare! Rather than leave your viewership to chance, post your video on sites that feature like-minded content.

**Advice: Craft a distribution strategy that presents your event video not to the largest audience, but to the right audience.**



# FORA.tv™

CONFERENCE AND EVENT VIDEO

“What gives FORA.tv an edge is that it can do everything from filming a conference’s content to writing headlines and speaker bios to cutting the film into watchable DVD chapters and three-minute teasers to writing transcripts.”  
— TechCrunch

Thank you for your interest in online video strategies for conferences and events. To learn how FORA.tv can help with your goals, please contact:

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**415.339.5835**

FORA.tv is the leading website for video programs from the world’s best conferences and events. FORA.tv helps event organizers reach larger audiences and increase revenues from live streams, pay-per-view and sponsorship opportunities. With more than 10,000 free and fee-based videos and with its “Conference Channel” iPad app, FORA.tv works with hundreds of organizations including the Aspen Institute, the Commonwealth Club, the Economist, the New York Times, and Wired. FORA.tv has been named a Top 50 Web Site by TIME, and a Top Education Site by The Telegraph. FORA.tv is funded by a select group of investors led by William R. Hearst III and is based in San Francisco. For more information, visit <http://fora.tv>.



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