Assignment: Event film



Event films are an important particular method to layout or explain the brand, products, or service. Each of the following types of event films has more importance in the existing weeks.

Explainer event film
An explainer is a short, eye-catching, animated video film that summarizes the main points of whatever you want to sell. It's a new perfect solution in communication, but it is gaining popularity across many industries and their variety of products and services in marketing and different domains too.
Branding event film
What have branded video films? Branded video is digital marketing content that's created by a brand that sharing in the brand's values and does not directly advertise or promote the brand. Its main aim is to monetize on the positive association, rather than self-promotion.
Product video event film

It is an event explainer film that perfectly demonstrates the perks and uses of products. A product film can create a better lasting impression in the consumer's mind, and leaving the product features to be more experienced rather than explained.

Event films are main types of special promotional film that can be used in two ways:

1. To promote your event before it happens.
2. To share highlights of your event after it has happened

What is event film marketing?

Event film marketing relates to the process of developing an idea exhibit, display, or demonstration to promote a product, service, cause, or organization influence and person engagement by event film.

Because consumers are so trained to engage with video, both pre-event and post-event films can expand the awareness and reach of your organization. Consumers like knowing that the companies they buy their products from are active in their market, and attending the events and conferences that they would be expected to.

Use of film to promote your event before it happens

Your main objective when designing a pre-event video is to create strength and more engagement around your next coming event.
Event Showcase
The pre-event film is very similar to a movie trailer. It’s developed to get people eager with the best scenes from a movie.
It's easy if anyone has had the event before, one can simply use past-year stored footage. And maybe this is your inaugural event, you’ll have to get more engagement. Here are some ideas to promote the event:

1 one is the big-name speakers Use footage of them speaking previously.
2 Make the event space uniquely epic. Take a film crew to get b-roll footage of it.
3 Ready for the vendors and sharing with them will be a high-value add to your attendees. Get them on explaining that what they will be offering.

If none of this is an option, here is the most common and simple plat form of Instagram mini videos from anyone employees, customers, or people planning on attending your event with a simple backdrop and animation effects that can generate excitement and engagement.

Important steps “during” the event.

At an event, one has all of the customers come brought together in one place, so necessary to send out a “reporter” to talk with customers and catch compelling stories. After finding out the stories, bring your customers down in front of a camera and catch some footage.

There is always a story to be told, and great producers know when and where these stories are, and how to capture them. One should have good knowledge about the audience and product or service related to that and give them a chance to share their story on film.

Process of leverage film after an event to expand awareness.

Any person who one had an event and  it was super successful. Then film team was on location, capturing short snippets of the event, testimonials, and stories from customers who attended the event and even have full coverage of the day. What is the process after that?

Recognize the important Points of the Film

What should be done to showcase the event? One thing that prospects people, the money raised, involvement in the community, and the strength of people who attended?
And the main emphasis points need to recognize previously to editing so that the final film re-emphasizes that point.
It may decide that anyone needs your prospects and customers to see a few different elements of the event. In this case, identify up to some main points of emphasis that result in short films (no longer than 20-40 seconds) that can be edited and sent out in a broad way of marketing channels.

Innovative Elements
Very often, the first creative point “look and feel” of the film was talked through prior to filming. And it means that film was caught and shined during the event that strengthened in this direction. Now the next point should be about additional elements to add the segments that were recorded. If anyone needs to add animation film over any of the points of the segments?
Text all of these elements and, determine them for pre-editing.

Promote, Buildup and advertise
After that, we can consider the first group that should receive the post-event film and the audience who attended the event. Send a full specialized email message to only this list with a preview of the event film for remarketing.
The next group to send the film is to the email subscribers and current customers. If the current customers weren’t available at the same moment one can wait for a few days and after that send a post-event promotional email to this type of contact.
Once this type of specialized list of segments has been received, share it on particular blogs and schedule it to be shared on all social sites, like YouTube ,Vimeo, Facebook, or LinkedIn ad that showcases a link to a particular event film to build awareness.