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<th>Time</th>
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<tr>
<td>8:15 am</td>
<td>Breakfast &amp; Registration</td>
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<td>9:15 am</td>
<td>General Session</td>
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<td>Connecting with Buyers in the Age of Experience</td>
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<td>Tyler Lessard</td>
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<td>The Power Of Video In Making Your B2B Story Come Alive</td>
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<td>Laura Ramos</td>
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<td>How Video is Transforming Social and Social is Transforming Video</td>
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<td>Todd Hartley</td>
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<td>Inspiration Overload: B2B Video Experiences that Will Blow Your Mind</td>
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<td>Brian Maschler</td>
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<td>Video Technology Trends Driving Customer Experience, Satisfaction and Engagement</td>
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<td>Nick Barber</td>
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<td>Video Production for Newbies: A Crash Course on Producing ‘Videos Worth Watching’</td>
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<td>Introduction to Vidyard and Video</td>
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<td>Vidyard Product Experts</td>
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<td>Video Enabled Business: A Brave New World</td>
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<td>Michael Litt</td>
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<td>The Storyteller in All of Us</td>
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<td>Zach King</td>
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<td>Making Video a Core Competency of Your Business: Why it Works and What We’ve Learned</td>
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<td>Connecting on a More Personal Level: Takeaways from Highly Successful B2B Video Campaigns</td>
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<td>Chris Harmon</td>
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<td>How to Unleash Your Inner Video Creator and Start Recording Videos Today</td>
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<td>Video Publishing and Custom-Branded Video Hubs</td>
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<td>Vidyard Product Experts</td>
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<td>From Brand to Demand to Customer Success: Using Video Strategically Through the Customer Lifecycle</td>
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<td>Carol Krol, Mark Floisand, Stephanie Totty, Additional panelists to be announced soon</td>
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<td>Insights that Incite: Tested and Proven Ways to Activate Buying Intent</td>
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<td>Interactive Content: What's it All About and What's Really Working?</td>
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<td>SnapApp</td>
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<td>Using CTAs and Interactive Video to Boost Engagement and Conversion</td>
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<td>Vidyard Product Experts</td>
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<td>5:00 pm</td>
<td>Networking Reception &amp; Entertainment</td>
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Thursday November 10th

8:15 am Breakfast & Registration

9:15 am General Session
The Future of Marketing and Selling with Video
Michael Lit

10:00 am  General Session
Re-imagining the Buyer's Journey in a Rich Media World
Speaker to be Announced

11:00 am Breakouts
Video Marketing Awesomeness: 5 Creative Ways to Use Video Today to Drive More Demand
Jeff Gadway, Sangram Vajre, Select Finalists from the 2016 Video Marketing Awards

Get Scrappy! How to Expand Your Use of Video Without Blowing Your Budget
Cassandra Jowett

Demand Gen Anonymous: Conversions, Attribution and ROI Reporting
Interactive Workshop Hosted by Act-On

Deep Dive into Vidyard Analytics Center and Insights Reporting
Vidyard Product Experts

Lunch and Networking

12:45 pm Breakouts
Personalization at Scale: Using Predictive Insights to Deliver the Perfect Message
6sense

Key Ingredients of a Killer Customer Testimonial Video
Tim McManus

How Anyone (Even You!) Can Create Professional Video in Under An Hour
Dan Stone

Delivering Personalized Video Campaigns with Vidyard
Vidyard Product Experts

1:35 pm Breakouts
5 Important Marketing Trends and How We Use Video to Fuel Them All
Sangram Vajre

Time to Use that Data! How to Use Video Engagement Data to Score, Segment and Nurture Leads
Iryna Zhuravel

Enabling Anyone in your Business to Create Custom Videos in Seconds...Seriously
Videolicious

Bringing Video to Sales with CRM Integration and Vidyard Engage
Vidyard Product Experts

2:40 pm Breakouts
Deploying a Video Marketing Strategy on a Shoestring Budget
Ed Rusch

Creating Content that Converts: Proven Techniques to Boost Engagement and Drive Action
Paul Hochman

Video Editing Crash Course for Newbies and Wannabes
Dave Brown

3:30 pm General Session
Discovering Viewtopia: The Best Video Marketing of 2016
Tyler Lessard
TYLER LESSARD
CHIEF MARKETING OFFICER, VIDYARD

Connecting with Buyers in the Age of Experience

We’re quickly moving from the Information Age to the Age of Experience where buyers demand a very different engagement model with brands and vendors. Explore what this shift means for modern marketing and sales teams and what role video will play in the future of customer communications.
Many marketers struggle to make their business content more compelling. The solution to this problem is something we all know and love—a good story. To free your content from the “feature this, function that” humdrum, you need to reconnect with the three core principles of post-digital storytelling: understand your buyers, strike an emotional chord, and use content to deliver value. Video is the perfect vehicle for conveying your story in ways that are helpful, handy and more human. In this session, Forrester VP and Principal Analyst, Laura Ramos, explores why video storytelling is a key requirement to any B2B content marketing strategy and how video can transform your message from unremarkable to extraordinary.
How Video is Transforming Social and Social is Transforming Video

With over 8 billion videos played every day on Facebook and more than 10 billion more on Snapchat, it’s no secret that video consumption is exploding on social media. But what does it really mean for B2B brands and what do you need to consider when developing a social video strategy? Join Todd Hartley, host of Video Marketing Mastery, for an interactive discussion with industry thought leaders on how video is transforming social and what today's brands need to consider as develop their video marketing strategy.
Inspiration Overload: B2B Video Experiences that Will Blow Your Mind

Video offers incredible potential to create interactive, engaging and personalized experiences that can dramatically change buying behavior and how you build relationships with customers. Join Brian Maschler to explore some creative ideas for how to use video to create memorable content experiences that truly stand out from the norm. See real examples from recent B2B video campaigns and get tips for how to create similar experiences on a modest budget.

Video Technology Trends Driving Customer Experience, Satisfaction and Engagement

Gone are the days when YouTube can be your sole video strategy. Online video platforms support new video and analytics technologies that allow marketers to deploy and measure video like never before. Video is an important tool to not just engage with your audiences, but to help them in their moment of need and accelerate the customer life cycle. This session will explore video technology trends that will shape the future of video in business including integrations with marketing automation, personalized video for increased engagement, and customized video for the customer journey.

Video Production for Newbies: A Crash Course on Producing ‘Videos Worth Watching’

There sure are a lot of buttons on your camera... do you know what any of them do? Some guys from Arc Media are here to help. They’ll show you around the latest cameras, teach the basics of composition, and explain a thing or two about sound and lighting. You’ll leave this session with a spring in your step and some handy new knowledge of gear selection, camera operation, composition, lighting and sound. This is all you need to know to start creating your own video content. No past production experience required!

Introduction to Vidyard and Video Content Management

Get a hands-on introduction to the Vidyard video platform. Learn how to navigate the Vidyard Dashboard, manage your video library and master the basics of content administration. Topics include uploading and managing video assets, embedding videos online, A/B split testing of thumbnail images and an introduction to video analytics and viewer tracking.
MICHAEL LITT
CO-FOUNDER & CEO, VIDYARD

Video Enabled Business: A Brave New World

Video has gone from brand to demand, and is now a mainstay in modern marketing organizations. But this is only the tip of iceberg when it comes to where video for business is heading. Join Michael Litt, CEO of Vidyard, to discuss the latest benchmarks in B2B video marketing and what the latest trends suggest for the future of video across the business. Learn how innovative brands are now using video throughout the entire customer lifecycle and why video for sales is poised to have a major impact on sales efficiency and effectiveness.
ZACH KING
FILMMAKER, YOUTUBE & VINE PERSONALITY

The Storyteller in All of Us

Zach King is a filmmaker, Instagrammer, YouTuber and overall social media sensation thanks to his imaginative approach to video content creation and distribution. As the winner of the 2016 Shorty Award for Best Vine Star, Zach understands how to get someone’s attention, deliverable a memorable experience, and leave them wanting more...in just 6 seconds. Learn how Zach has embraced the power of video and storytelling to connect with millions around the world and what we, as modern marketers and businesses, can learn from his success.
Making Video a Core Competency of Your Business: Why it Works and What We’ve Learned

Video has become an integrated part of the content marketing, demand generation, product marketing, social media and brand programs at Solarwinds. Leading a small team of in-house video producers and creative experts, René has built out a strategic video marketing team that is helping Solarwinds produce hundreds of videos every month across dozens of products and target audiences with amazing results to show for it. But it wasn’t always easy and demanded a change in culture, new processes, and the right group of people to make it work. Gain first-hand insight on how to build out a video marketing practice and what you need to consider to set yourself up for success.

Connecting on a More Personal Level: Takeaways from Highly Successful B2B Video Campaigns

As a strategy consultant, agency leader and entrepreneur, Chris leverages deep expertise in the interaction between brand, art and technology to expose customer influence, shape business and drive change. Join Chris to review and dissect successful B2B video marketing campaigns that have generated significant results. From personalized video campaigns to leveraging humor effectively in B2B marketing, discover what the common elements were of these campaigns and what you can learn for your next project.

How to Unleash Your Inner Video Creator and Start Recording Videos Today

You know video works and you WANT to create more. You may even have an idea or two (or 10) that you could likely record in-house, with no additional budget, but you’re not quite sure how to start. That all changes after this session. Join Chief Experience Maker (and video creator*), DJ Waldow, for this super-interactive workshop on how to start producing your own videos TODAY. We’ll talk a bit of theory, discuss best practices, and show good, bad, ugly, and amazing examples of videos produced with nothing more than an iPhone, a good script and basic editing tools. No experience required...seriously.

*Note: DJ is a marketer, not a pro video guy, though he’s made hundreds of videos in his career. Self-taught. He’s one of you!

Video Publishing and Custom Branded Video Hubs

Learn how to use Vidyard to publish your videos to social channels, their own unique sharing pages and custom-branded video hubs. Also discover how anyone in your business can share videos via email and other applications. Topics include pushing a video to YouTube, sharing videos on social media, creating and customize a branded sharing page, publishing your own branded video hub and sharing videos from other applications within your business.
From Brand to Demand to Customer Success: Using Video Strategically Through the Customer Lifecycle

It's no longer just about brand videos and view counts. Video is playing an increasingly vital role throughout the entire customer lifecycle to help generate demand, educate buyers, onboard new clients and build better relationships with customers. Join digital marketing leaders who have built successful video marketing programs to learn how they've re-imagined the customer journey through the eyes of a video strategy. Discover how they've prioritized content production activities, which videos they're producing in-house versus outsourced, how they justified their growing investments and what they've learned along the way. We'll discuss what you need to consider when launching a video program, how to measure ROI, and the metrics for building the case to scale your video programs.

Insights that Incite: Tested and Proven Ways to Activate Buying Intent

Join Tim Riesterer, co-author of “The Three Value Conversations,” as he introduces original research that offers fresh, counterintuitive ideas for creating content that improves persuasion and conversions. Conducted with an expert in messaging, the studies reveal tested and proven ways to improve your content by basing it on principles grounded in the decision-making sciences. Learn how to introduce "unconsidered needs" to create the context for urgency, create contrast between your prospect’s current state and future state, and use risk and resolution to point your prospect to a new and safer alternative to what they’re doing today.

Interactive Content: What’s it All About and What’s Really Working?

Interactive content is one of the best ways to boost engagement in your message while generating more leads and allowing potential buyers to self-identify and self-segment. From interactive eBooks and videos to quizzes, surveys and ROI calculators, those embracing interactive content in a thoughtful way are seeing a material return on investment. But who's really using interactive content and what's really working to produce results? What types of content is showing the best return, and how can you dip your toe in the water to see if it can work for you? Join a group of your peers along with the experts at SnapApp to see interactive content in action and to learn how you can try it out for yourself.

Using CTAs and Interactive Video to Boost Engagement and Conversion

Embedding data collection forms and interactive elements can increase engagement of your viewers and help you learn more about them. Join this hands-on workshop to learn how to add calls-to-action, embedded forms, and interactive elements to your existing videos. Topics include using pre-roll data collection forms to gate your videos, configuring post-roll actions for your videos and adding CTAs and interactive forms during video playback.
Five Proven Steps to B2B Video Marketing Mastery

Becoming a video marketing master takes more than just a video content roadmap. The foundation of a successful video program resides in the right mix of strategy, goal setting, content creation, distribution and continuous measurement. And, of course, the effective use of the right technologies. Join digital marketing thought leaders from Demand Spring to explore the Video Marketing Maturity Model, and to understand the necessary steps to becoming a revenue marketer using video, how you stack up against the top video marketers, and what top 5 strategies are a must-have when combining video content with technology. Walk away with actionable tips on how to develop a video strategy and where to go next whether you’re an advanced video marketer or just getting started.

5 Creative Ways We Use Personal and Interactive Video to Get the Attention We Deserve

Understanding how to weave video into your demand generation strategy can be tough, and coming up with creative ways to make videos relevant and personal can be even tougher. If your ideas are falling flat (or just plain MIA), or you’re struggling to connect the dots between your video content and your demand gen goals, this session is for you!

Join Linda West, Director of Digital Marketing at Act-On, to learn how her team uses interactive and personalized video content to generate thousands of new leads each quarter, nurture existing prospects, and help their sales team progress late stage deals. Walk away with very practical ideas for new types of videos you could be leveraging, and how to use the latest video marketing technology to track audience engagement and turn viewers into customers.

How to Create an Animated Video in Under an Hour: No Experience Required

Short animated videos can be the best way to explain a new product, share a new idea or break down a complex topic into simple terms that anyone can understand. But did you know that the tools exist to make it simple for you, or anyone in your marketing team, to create animated explainers in a matter of hours without having to engage an agency or professional animators? Join Stacy Adams of GoAnimate for a hands-on tour of the latest DIY tools for creating animated videos in-house and get first-hand tips on best practices and how to get the most out of your animated explainer videos.

Using Advanced Annotations for Interactive Video and Self-Guided Video Tours

Vidyard’s new advanced annotations feature is taking interactive video to the next level. Learn how to use annotations to add interactive forms, clickable objects, survey questions and other custom elements as overlays to your video content. Also learn how to use post-roll annotations to guide users on a personalized video journey based on their needs and interests.
The Future of Marketing and Selling with Video

The video marketing landscape has changed dramatically over the last five years, but are you ready for what’s coming next? Join Michael Litt and Devon Galloway, co-founders of Vidyard, to discover what’s new and what’s on the horizon for the future of marketing and selling with video.
SPEAKER TO BE ANNOUNCED

Re-imagining the Buyer’s Journey in a Rich Media World

We all know the importance of delivering the right message at the time to the right individual. But how do we truly walk the talk and leverage the right mix technology and content to win the hearts of our prospects, rather than drive them away with too much spam? Join industry thought leaders to explore the latest trends in content marketing and prospect nurturing, and how to re-imagine the buyer’s journey through the eyes of the modern digital native buyer.
Video Marketing Awesomeness: 5 Creative Ways to Use Video Today to Drive More Demand

Sit back, relax and prepare to be inspired! This rapid fire session will showcase five impactful video marketing campaigns delivered by five different marketers to help progress opportunities at different stages of the buying journey. From hyper personalized videos for awareness and nurturing, to custom sales prospecting videos, to gated thought leadership content, you’ll see real examples of the types of videos that every modern marketing and sales team should consider adding to their digital toolbelt.

Get Scrappy! How to Expand Your Use of Video Without Blowing Your Budget

Video can, and should, play a key role in so many different types of marketing campaigns, product launches and customer communications. But how do you scale your use of video to address multiple audiences and their needs at each stage of the buying journey, without scaling your budgets? Find out how we’ve scaled our content creation at Influitive through a mix of in-house and outsourced production. Gain practical tips on how to create a content production culture, and how to plan out your video content creation strategy.

Demand Gen Anonymous: Conversions, Attribution and ROI Reporting

Which campaigns are generating the most pipeline? What was the ROI on that big product launch campaign last year? Was that conference really worth the sponsorship? Attribution and ROI reporting is becoming an important part of nearly every function within modern marketing organizations. But how do you do it effectively while focusing on the metrics that really matter? How do you create the kinds of reports that will wow executives and give you the confidence you need to defend your budget? Join the experts from Act-On for an interactive workshop to help you answer these questions and more.

Deep Dive into Vidyard Analytics Center and Insights Reporting

Get hands-on experience with the Vidyard Analytics Center and learn how to track, filter, and interpret data on video performance, audience demographics, viewer engagement and more. Topics include navigating the Vidyard Analytics Center, filtering analytics data for insights and measurement, analyzing and understanding video performance data and creating custom Insight Reports to understand which content is generating the best results for your business.
Personalization at Scale: Using Predictive Insights to Deliver the Perfect Message

Predictive analytics are offering new insights into which companies are actively in-market looking to buy a solution in your space. Coupling this data with role-based insights can give marketers a whole new way to personalize their content and focus their efforts on key accounts that are more likely to engage and convert. Join industry thought leaders from 6sense to explore the latest trends in predictive analytics and how they are helping B2B marketers identify key accounts and personalize their content to ensure they get noticed at the time it really counts.

Key Ingredients of a Killer Customer Testimonial Video

Hed Hi Media has filmed and edited hundreds of customer testimonial videos for some of the largest B2B technology brands. Through these productions we’ve developed a formula that yields cogent sound bites that pair seamlessly with product b-roll, UIX animated content, and footage from diversified media repositories that results in videos that can be leveraged by sales teams to secure wins. In this session we’ll share insights on what we’ve learned along the way and how to plan, shoot and edit customer testimonial videos that are optimized for driving engagement and conversion.

How Anyone (Even You!) Can Create Professional Video in Under An Hour

Marketing and sales teams often need to be scrappy when it comes to producing video content. Witness Dan Stone, Sr. Solutions Engineer at Salesforce and scrappy video producer extraordinaire, produce an inexpensive yet professional-grade video from scratch in less than 45 minutes. All tools used for video creation and editing will be inexpensive and easily accessible to anyone. Walk away with practical ideas for how you, and anyone else in your marketing and sales team, can start creating engaging videos quickly and on a minimal budget.

Delivering Personalized Video Campaigns with Vidyard

Personalized video is an exciting new way for marketing and sales teams to get noticed and boost conversion rates on email marketing and content campaigns. Learn how to deliver a personalized video campaign using Vidyard! Topics will include an overview of personalized video, the do’s and don’ts of scripting and producing a personalized video, how to automate personalization for tens of thousands of recipients, and how to use Vidyard’s personalized video API for generating one-off personalized videos based on a triggered event.
5 Important Marketing Trends and How We Use Video to Fuel Them All

B2B buyers have radically changed and we, as marketers, need to keep pace. Join Sangram Vajre, industry thought leader and CMO of Terminus, to learn about the key trends that are shaping his marketing strategy and how video marketing plays a critical role across each and every program. Discover how Terminus delivers targeted events and account-based marketing programs to identify and accelerate high-potential deals, and how they use scrappy, targeted and personalized videos for sales prospecting. Walk away with practical ideas for how to use video in creative ways across your digital marketing programs.

SANGRAM VAJRE
CHIEF MARKETING OFFICER, TERMINUS

Time to Use that Data! How to Use Video Engagement Data to Score, Segment and Nurture Leads

Understanding which content a prospect is actually engaging with can be a powerful indicator of interest and intent. After all, there’s a big difference between someone who watched a video for 5 minutes versus 10 seconds, or a top-of-funnel campaign video versus a late-stage product demo. But how do you turn that data into real action that produces results and improves efficiency? Join this “how-to” session to see how Altium has implemented custom rules within their marketing automation platform to score, segment and nurture their leads based on the types of videos they are watching and how long they’re actually engaging. Learn how to categorize and score content interactions based on the content type, funnel stage and duration of engagement to help surface your hottest leads faster and create nurtures that convert at a higher rate.

IRYNA ZHURAVEL
MARKETING AUTOMATION & ANALYTICS, ALTUIUM

Enabling Anyone in your Business to Create Custom Videos in Seconds...Seriously

Everyone in your marketing and sales team has a 1080p recording device in their pocket, yet very few - if any - are using it to help generate more business. Join experts from Videolicious to see how to turn smartphones into video production toolkits that anyone in your business can use to create timely and engaging content that can drive customer opportunities forward. From simple video messages to in-field customer testimonials and thought leadership interviews, learn how to turn anyone in your company into a video producer, and how to enable them to create highly effective content in a matter of seconds.

VIDEOLICIOUS
INTERACTIVE WORKSHOP

Bringing Video to Sales with CRM Integration and Vidyard Engage

Help your sales team close more deals! Learn about Vidyard for Sales, and how to leverage Vidyard’s integration with Salesforce to deliver video engagement insights directly to your sales team. Learn how to set up the Salesforce integration, start tracking viewer engagement data and produce Video ROI reports. Also learn how to empower your sales team to easily record, share and track engagement in personal video messages and custom screen recordings using Vidyard Engage and ViewedIt.

VIDYARD PRODUCT EXPERTS
PRODUCT DEMO

9:15am | 9:35am | 10:20am | 11:15am | 10:00pm | 1:00pm | 1:30pm | 2:25pm | 3:25pm | 4:15pm | 9:15am | 10:00am | 11:00am | 12:45pm | 1:35pm | 2:40pm | 3:30pm

SANGRAM VAJRE
CHIEF MARKETING OFFICER, TERMINUS

IRYNA ZHURAVEL
MARKETING AUTOMATION & ANALYTICS, ALTUIUM

VIDEOLICIOUS
INTERACTIVE WORKSHOP

VIDYARD PRODUCT EXPERTS
PRODUCT DEMO

9:15am | 9:35am | 10:20am | 11:15am | 10:00pm | 1:00pm | 1:30pm | 2:25pm | 3:25pm | 4:15pm | 9:15am | 10:00am | 11:00am | 12:45pm | 1:35pm | 2:40pm | 3:30pm
Deploying a Video Marketing Strategy on a Shoestring Budget

You’re inspired to do more with video and understand how it fits throughout the buyer’s journey, but how do you produce dozens, or even hundreds, of videos to satiate your buyer’s needs without blowing your budget? Join Ed Rusch, VP of Corporate Marketing at Elemica, for practical tips on how to rapidly expand your video library on a shoestring budget based on their own experiences at Elemica. Learn what technologies are enabling everyday people to do high quality production, how to identify and prioritize your video production activities, the resources you really need to get started with in-house production, and how to generate a massive Return On Interns.

Creating Content that Converts: Proven Techniques to Boost Engagement and Drive Action

Paul Hochman was the NBC Today Show’s Gear and Technology Editor. His job: go on live TV to explain complex tech to Matt Lauer and Al Roker. His challenge was the same as yours: tell a complicated brand story to an uninitiated audience in 1 minute or less. Since that time, Paul has produced thousands of videos for hundreds of brands all focused on keeping people engaged and driving immediate action - and he’s learned a few things along the way. In this session Paul will highlight powerful, proven, repeatable techniques that guide prospects quickly through a buyer’s journey. He’ll discuss how to simplify the process of generating great content, the importance of selecting the right tone and narrative style for each video, and how to make the most of your 60 seconds of airtime.

Video Editing Crash Course for Newbies and Wannabes

Want to learn the basics of video editing for yourself? Or learn the video editing lingo so you can better communicate with your video production teams (or better appreciate what they really do all day)? This workshop is for you! We’ll get you off to a running start in this fun and interactive workshop on video editing basics. Learn the lingo, see simple video editing tools in action and get practical tips for how you can get started on video editing as soon as you get back to the office. No experience required, we’ll keep it light, interactive and open to lots of questions.
Looking for creative new ideas to take your marketing programs for “meh” to “WOW!”? Join us on the main stage to see awe-inspiring examples of video marketing as we celebrate the winners of the 2016 Video Marketing Awards. Discover the most impactful video marketing programs of 2016 and learn each winner’s secret to success. Take away some amazing inspiration to help fuel your own marketing programs in the months and years to come.