



# HOW TO GET SPEAKERS, EXHIBITORS AND ATTENDEES TO PROMOTE YOUR EVENT WITH VIDEO

LEVERAGE MEMBERS OF YOUR COMMUNITY  
AS MICRO-INFLUENCERS WITH POWERFUL VOICES AND  
NETWORKS TO MAXIMIZE ATTENDANCE





## SPEAKERS: YOUR CO-MARKETING PARTNERS

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You assemble your roster of speakers because they help draw people to your event and make it more valuable. They are often recognized thought leaders. 92% of people say they choose to attend a conference or event because of the opportunity to learn. A sold-out event and successful talk or panel reflect well on speakers so they are motivated to help with promotion. The key is to get speakers to do what they do best: speak! They can spur conversation and excitement around your event well before it starts.

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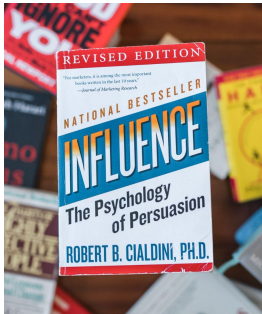
## 10 tips for maximizing promotion by speakers:

1. **Put your speakers in the spotlight.** Showcase their expertise. Helping them promote themselves helps you promote your conference.
  2. **Make it easy for them.** Speakers, like all professionals, are short on time. Make it simple for them to contribute and share content. Your goal: require five minutes or less of their time.
  3. **Make it compelling.** Text, quotes and testimonials are interesting but we live in a visual world. Animations and videos have the most impact and convey the most information.
  4. **Make promotion an up-front expectation and commitment.** When you line up speakers and panelists make co-promotion part of your agreement. Provide incentives for them to follow through.
  5. **Create a speaker content calendar.** Plan for a constant flow to establish and build interest. Help speakers publish content at agreed-upon intervals that mesh well with your overall marketing strategy.
  6. **NewsJack.** In all likelihood your speakers are tracking key trends and have unique perspectives on how they are impacting your attendees. Get them to comment on these trends as they happen. Be timely and topical.
  7. **Maximize Sharing.** Focus speaker-created content on social networks where sharing and discussion is encouraged. LinkedIn, Twitter and Facebook are the obvious choices, but there are often industry-specific blogs, chats, and groups.
  8. **Have an integrated plan.** You will be communicating with speakers and panelists about a variety of logistics and topics. Make sure that promotion is always integrated into the mix.
  9. **Use Moderators as facilitators.** In many cases panelists are coordinated by a moderator. Use that person's expertise and interactions to help develop topics that are appropriate for the panel's presentation but also best for promotion. Ask them to create a list of questions that highlight the expertise of the
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panel and remind speakers about the need to create content about their panel.

10. **Tell their backstory.** In addition to the topic of the panel or presentation, people enjoy learning more about the experiences, career path and other personal details about speakers.



## AUTHORITY IS INFLUENCE.

Speakers are an important conduit for your promotional efforts because they have the respect of their peers and colleagues. They are micro-influencers; they have the attention and trust of your audience within a narrowly defined

field and therefore a much greater influence on the decision to attend your event. To maximize attendance, amplify the voice of your speakers.





## EXHIBITORS: DRIVING TRAFFIC

Exhibitors invest considerable time and expense to have a presence at your event. They want to make the most of their investment. And as the conference organizer, you want them to be happy with their experience so they come back year after year. Their motivation is much more sales-oriented but helping them promote their products or services promotes your event at the same time.

1. **Make it easy.** There's a lot that goes into preparing for a conference or show. It's essential to make content creation a straight-forward process that doesn't take special equipment or extra time.
2. **Prompt for the best content.** It's much easier to respond to a prompt or question than it is to create content without any context. Here are a few questions that can help provide that context:

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- Do you have any recent news or announcements?
  - What's your booth number and what products or services will you be exhibiting?
  - How has your company responded to [industry or economic trend]?
  - Are you providing any incentives to attendees?
  - Are you hosting any gatherings?

3. **Collect testimonials.** In addition to creating content about their products or services, be sure to use the opportunity to gather testimonials about your event.

- Why do you choose to exhibit at [event name]?
  - What are some of your favorite activities?
  - What have you learned about your prospects or customers at this show?
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## ATTENDEES: SEEKING NETWORKING AND LEARNING

You work with speakers and organizers to produce a successful event. Even though the attendees are your audience, they are also motivated to make the most out of their experience. In fact, the primary motivation for attending an event is networking. Your attendees want to make new connections and learn about topics that they can apply immediately in their professional roles or personal pursuits.

1. **Make it about them.** The best way to encourage networking is to encourage people to describe themselves, their interests and objectives for attending. As with speakers and exhibitors, promoting can help add context.
2. **Prompts for attendees.**
  - a. Why are you looking forward to [event name]?
  - b. What sessions do you plan to attend and why?
  - c. What are some trends or changes that you find exciting or concerning?

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3. **Put them in control.** While you can make co-promotion an expectation for speakers, you can't presume that all attendees want to post information about your event or themselves. So it needs to be clear this is an option available to them rather than an expectation or requirement. People will self-select based on their personalities and goals.
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## HOW ANSWERSTAGE HELPS WITH EVENT PROMOTION

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AnswerStage provides a platform for sending questions and collecting video commentary from speakers, exhibitors and attendees in the months leading up to an event. Responses are automatically combined, sequenced, animated and branded to create compelling content that can be easily shared on social media, blogs, newsletters or other channels. AnswerStage has been used by some of the largest conferences to generate awareness through their speakers.

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Here are some sample videos made with AnswerStage to promote events through the voices, expertise and personalities of speakers, exhibitors and attendees.

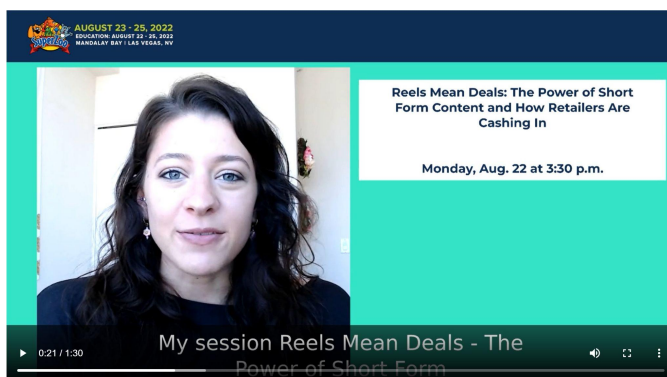
## SPEAKERS:



<https://anstg.com/tw6u8i>

### **What is the value of presenting at GSX?**

The value of presenting a GSX, for me, can be summarized as an opportunity. An opportunity on a couple of different fronts. The opportunity to impact the industry, the opportunity to contribute to the industry, the opportunity to share new ideas, to share successes, you know, what works. The opportunity for industry growth sharing with fellow professionals, position yourself as an SME, position yourself as a problem solver and, of course, building the network.



<https://anstg.com/nk1449>

### **Meet Maddie Goode!**

Hi my name is Maddie Goode and I'm a Facebook and Instagram ads manager, speaker, and retail social media strategist at Crystal Media.

### **Reels Mean Deals: The Power of Short Form Content and How Retailers Are Cashing In Monday, Aug. 22 at 3:30 p.m.**

My session Reels Mean Deals - The Power of Short Form Content and How Retailers Are Cashing In is going to be held on August 22 at 3:30.

### **Learn tips and tricks on using short-form video content to boost sales**

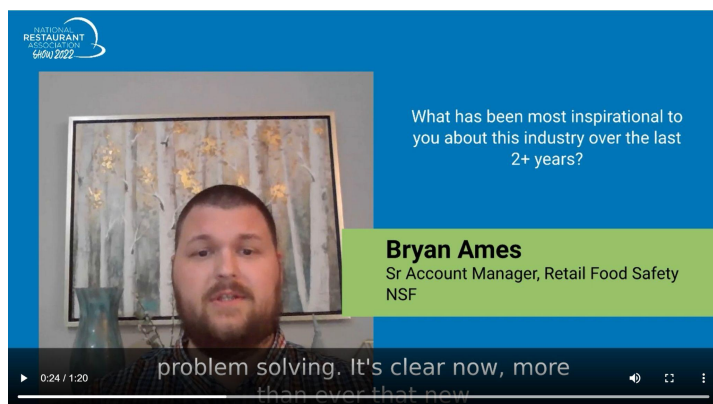
In this session, you'll walk away with action worthy post ideas to get your sales. You'll learn how to get more and the right eyeballs on your instagram reels and Tiktoks. We'll talk about hashtags to increase your discovery, and I'm going to show you some real life examples of how retailers are using the short form video content to see success.

### **The energy at SuperZoo is awesome, and the vendors are so friendly.**

Crystal Media has been speaking at SuperZoo for over five years, but this is my first time, so I'm so excited. I have heard that the energy there is just awesome. I've heard that the retailers and the vendors there are so friendly, so I cannot wait to meet everyone. And I'm a pet owner myself. So to be able to speak to pet store owners and really share my knowledge with them to help market their businesses and increase traffic and sales is an honor. So I'm so excited and I can't wait to share my knowledge with you.

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## EXHIBITORS



<https://anstg.com/ck2okh>

### Meet Bryan Ames!

Hello, my name is Bryan Ames and I'm a Senior Account Manager for retail in NSF Global Food Division.

#### **What has been most inspirational to you about this industry over the last 2+ years?**

The pandemic has impacted restaurants around the world. At NSF, we continue to be inspired by how businesses have weathered this storm with their innovation and bold problem solving. It's clear now, more than ever that new technology, sustainable solutions, and outside the box ideas are truly propelling our industry forward.

#### **Why is it important for your customers to be at the Show this year?**

We're so excited to be back at the Show this year. This event will spotlight the latest trends and challenges in the industry. And organizations such as NSF will be on hand to help you navigate your way forward, in your manufacturing on the road and in your stores and restaurants. For those in hospitality operations, looking to take safety and quality further and to strengthen their brand, we will be on hand to help you with your compliance audit needs. This means helping our clients make sure that standards don't slip. Whether

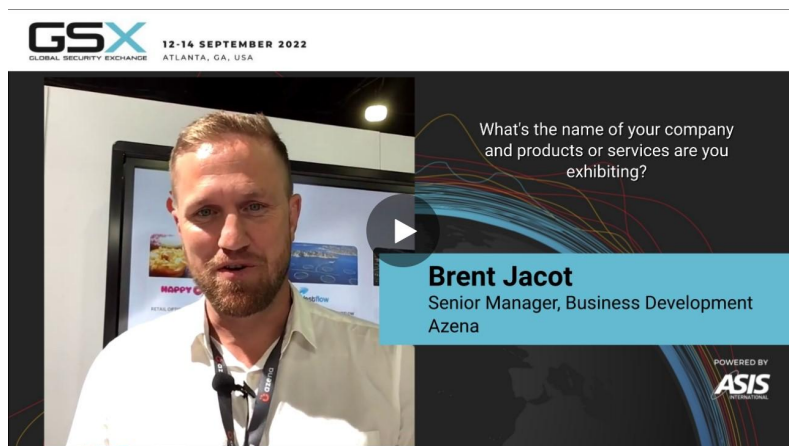
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you're looking to control food safety processes, allergen management, or to drive consistency across stores and restaurants for the best consumer experience.

### **See you at the Show!**

Come visit NSF at booth number 3813 to meet our experts and learn more about how we can help your business. We'll see you soon.



<https://anstg.com/bnkmfz>

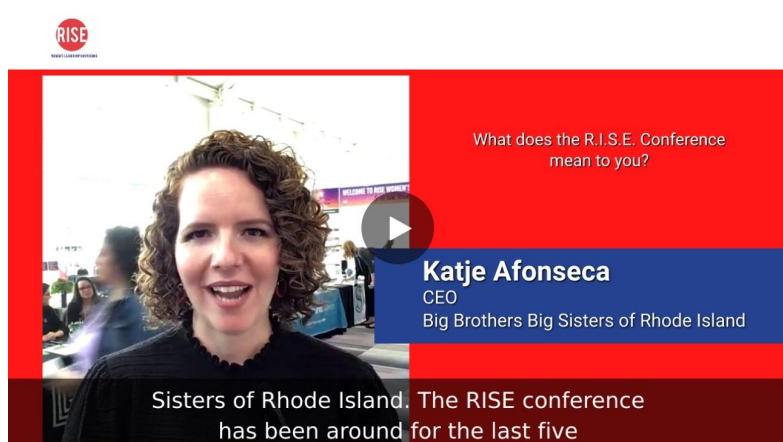
### **What's the name of your company and products or services are you exhibiting?**

Hi, my name is Brent Chico. I'm with Xena. We're here at booth 1931 at G S X. Talking briefly about what we're doing here. Xena is a platform for ai to make cameras smart. What google has done for smartphones is what Xena does for smart cameras. That means any application, computer vision can run on any camera with our operating system on it. We have use cases all across the board with app developers across the world with some of the best in class, best in class companies with use cases that span from all different kinds of industries. We look forward to seeing you here, come by, check us out. Talk to someone from our team and we'll see what we can do for your product or for your project and for your company. Looking forward to seeing you.

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## ATTENDEES



<https://anstg.com/71j06i>

### **What does the R.I.S.E. Conference mean to you?**

Hi, I'm Katie Alfonso and I'm the CEO of Big Brothers Big Sisters of Rhode Island. The RISE conference has been around for the last five years and I've had the pleasure of being part of the advisory committee since the beginning. The RISE conference means to me that women get to connect together. It's an opportunity for networking, which has been the best part for me personally, an opportunity for great organizations like Big Brothers, Big Sisters to showcase themselves and to learn from women who have just, you know, risen in the community and women who are struggling and women who are moms and employees and partners and caretakers and just be together with people who are doing things that are so important in our community and for themselves. And it's just an opportunity to grow personally and professionally and I'm happy to be part of.

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and to try it free.

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