



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

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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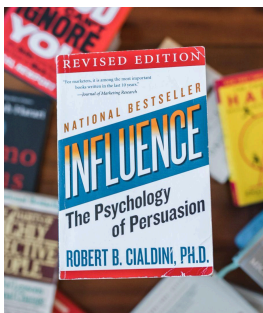
You assemble your roster of speakers because they help draw people to your event and make it more valuable. They are often recognized thought leaders. 92% of people say they choose to attend a conference or event because of the opportunity to learn. A sold-out event and successful talk or panel reflects 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.

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 upfront 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. **NewsJacking.** 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.

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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 straightforward 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.

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

SPEAKERS:



The video thumbnail features a purple header with the IBIE logo and event details: 'IBIE INTERNATIONAL BAKING INDUSTRY EXPOSITION', 'EDUCATION: SEPT. 13-17, 2025', 'EXPO HALL: SEPT. 14-17, 2025', and 'LAS VEGAS CONVENTION CENTER'. Below the header, the title 'Session Spotlight: Adapting Flour Quality Control To Today's Industry' is displayed. The main image shows Arnaud Dubat, a man with a beard and glasses, wearing a white shirt and khaki pants, standing in a kitchen setting. A play button icon is overlaid on the image. To the right of the image, a purple box contains the text 'Arnaud Dubat', 'Business Development Director', and 'KPM Analytics.com'. At the bottom, a black box contains the text 'for KPM Analytics. I come from the milling industry'.

IBIE[®] INTERNATIONAL BAKING INDUSTRY EXPOSITION
EDUCATION: SEPT. 13-17, 2025
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Session Spotlight: Adapting Flour Quality Control To Today's Industry

Arnaud Dubat
Business Development Director
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<https://anstg.com/ia0w04>

Session Spotlight: Adapting Flour Quality Control to Today's Industry

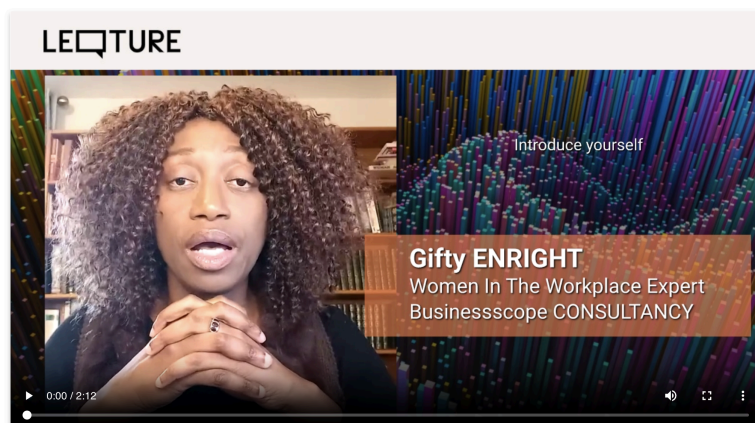
My name is Arnaud Dubat and I am a business developer for KPM Analytics. I come from the milling industry a little bit also from the science with a biochemistry degree, and I am in charge of developing applications and solutions for our customers all around the world.

What topic or trend does this session cover, and why is it important?

So in this session we are going to speak about baking, about the industry, about the changes of the industry. We are facing right now a lot of changes in the industry. We have people leaving the industry. We have more challenges. The people are always more demanding. And yet we are still using the same tools our grandfathers and maybe more were using. So the idea of this talk is to understand how the business has been evolving and how we are also evolving with this kind of tools to propose new tools, new protocols, and new ways to do quality control.

What will attendees learn from this session?

We are at the moment where when we are discussing with bakers, we realize that 96% of them are telling us they are not entirely satisfied with their quality control. They have specifications and sometimes whereas the flours are within specification, they are still experiencing issues on the production. So the idea is to tell them, OK, there is another way of doing it. We have new tools coming, we have new protocols coming. So it's really about saying, OK, what we have been doing all these years since the first invention of the first tool, we have been evolving and now we are proposing things which are much more related to the challenges of the industry right now.



<https://gallery.answerstage.com/video/87oxbe>

Introduce yourself

Hello. I'm Gifty Enright. I am an author, Speaker and women in the workplace Expert. I have got something like 30 years over 30 years, actually corporate experience. I have led several global transformation programmes and I have mentored and coached countless women through different stages of their career. And this is what led me to write a book about my experiences.

What is your Leqtur about?

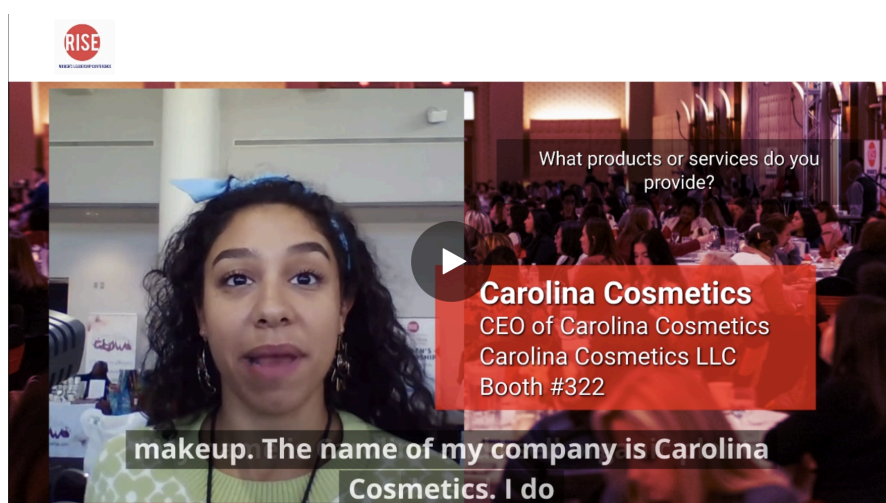
My lecture is about gender-based traps the women fall into in the workplace. Um, and it's important for women to be aware of these traps. Otherwise, before you know where your career is being burned to a frazzle and you yourself burnt out. So firstly, to know what these traps are so you can navigate them effectively, Um, and also what to do to support other women if you find them struggling, um, and how to recruit allies so that they can help you and you can all be supportive of each other.

How is your Leqtur interactive?

Well, I love lots of participation in my talk.. So what we're going to do in this lecture is to be able to identify scenarios. So, um, I will give you different scenarios, and you will be able to know when to recognise that there's a trap and also responses that you need to come up with in these instances. So you

know exactly what to do. So we're going to practise that, and I'll give you lots and lots of examples for you to be able to identify what these traps are, what to do in those scenarios and even wordings to you so that you're not out there trying to struggle with the communication aspect of it.

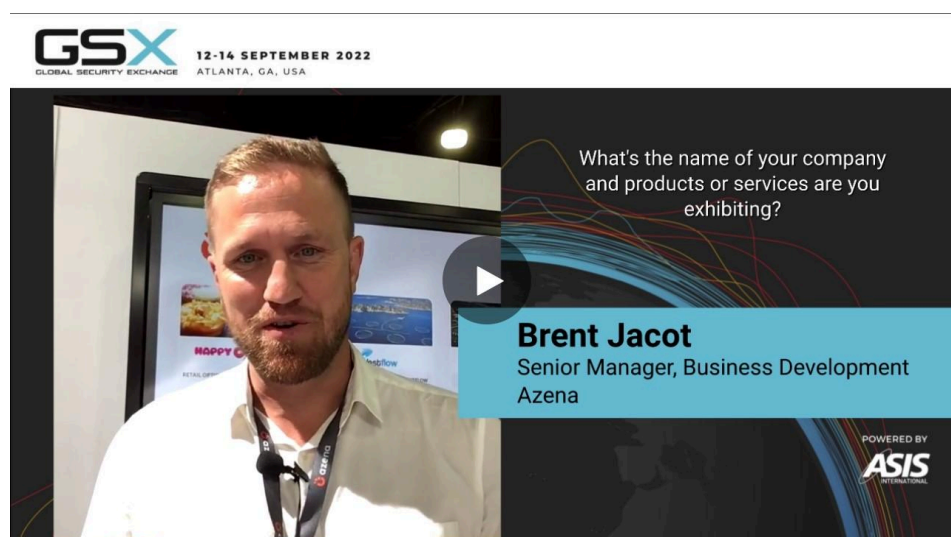
EXHIBITORS



<https://anstg.com/s0jqg7>

What products or services do you provide?

My name is Carolina and I sell organic plant based makeup. The name of my company is Carolina Cosmetics. I do things that have plant based ingredients like lavender, aloe vera, chamomile. Check us out.



<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.

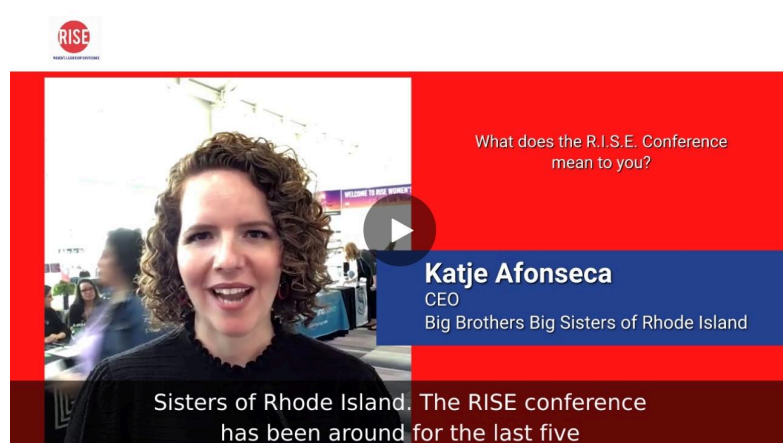
ATTENDEES



<https://gallery.answerstage.com/video/31ri4q>

What do you think are the key benefits of attending GSX?

If you are looking to grow up inside the security industry, GSX is a great opportunity to know people to know several solutions to implement during your job during your activities across the profession. Not only in security but also in safety and other areas. But GSX is very important because you share moments with a lot of colleagues from everywhere across the world.



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

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

Hi, I'm Katie Alfonseca 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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