

Conference News chat to Finley Sampson, video production manager, Mash Productions, about the role of video content for organisers

ontent is king is the old saying but in an increasing digital world, the head that wears the crown is getting increasingly heavy. Organisers must find a way to create engaging pieces of content that demonstrate the delegate experience and highlight the feeling' of being on site at an event

To find out more about the increasing importance of content and how video content is moving the needle, Conference News spoke to Finley Sampson, video production manager, Mash Productions.

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Video is often a key pillar in the content strategy onsite at conferences, however there is such scope to expand its uses beyond the event.

Sampson stresses the importance of utilising video content for future success, he said: "Everyone consumes video every day, but sometimes organisers can view that side of things as 'just a highlight video'. But it's more than that. It's the best marketing tool you've got for your next show."

As with any organiser supplier relationship, transparently working with one another is often the key to unlocking the potential of any partnership. Sampson emphasises that a clear objective from organisers to video production teams can be the difference between good and great content. He said: "I'd advise preshow meetings, to communicate



everything you want. Do you want statistics on your screen saying how many attendees are on site? Do you want graphics, or quotes for people who have hearing needs? "Organisers also need to think

about the interview questions. Sometimes interview questions can be very basic, so it is up to the video production company and the organisers to collaborate and establish the goal of video content early. What message do you want your video to convey? Who are we appealing to? You should always orientate the video towards your key demographic from the offset."

What's next?

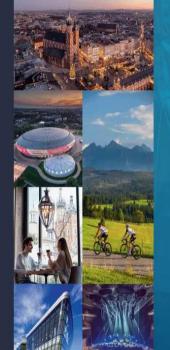
Video, as with any technology, is a rapidly evolving market. Organisers and production companies need to be abreast of the capabilities available.

Sampson highlighted Al as an area in which Mash Productions is investing. He said: "I think those who don't embrace it now will unfortunately get left behind because it's not going away. We do

a lot of our audio editing using Al.
"I think the future of video production is being more open with working with new tools that are being released, they're coming fast, production companies need to stay on top of them. Because suddenly your video starts to look dated and another video production company will use new tools better than you to get the content out faster."CN



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On the other hand, the modern hotel infrastructure and venues such as TAURON

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