

## Effective video content - how to get it right

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Video content has become an invaluable platform in marketing any business and with so many free social media avenues to utilise, everyone is producing videos. So how do you make your video, and ultimately your product, stand out from the rest?

At this latest CIM/UEL Marketing Club event, kindly sponsored by [The Marketers' Forum](#), we are going to talk about the few seconds you have to capture your audience interest, keep them watching to the end and taking that viewer into the next step of potential paying customer/client. We will give you the advice you need and set you the task of producing a short eight second video at the workshop. We hope to provide you with invaluable insights you can take away and apply to your own businesses.

### Agenda

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18:00 Registration and refreshments

18:30 Video workshop: Emily Chapman

20:00 Buffet and networking

21:00 Finish

### Speaker

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**Emily Chapman.** As a Producer at Loud Monkey, Emily collaborates with a team of freelancers to create corporate films for a variety of industries, with clients all over the world, predominately in the hospitality and education sectors. Recent projects include climbing Ben Nevis (with full kit and drone!) for Jessie Pavelka and Cisco and international projects for LAL Schools (Cape Town, New York, Boston and UK).

She is also responsible for co-ordinating and leading Loud Monkey's popular DIY video workshops, training businesses off-site and in-house to produce effective video content, using just a smart-phone - bringing the power of video content to everyone, from the smallest businesses to in-house marketing teams at bigger organisations.



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