

The Why of Videos

We had to explain to our participants, partners, audience and that we were putting on this.....



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But no matter how much we talked and talked all they pictured was this.....



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Our Producing Approach

- Why did we need to capture video?
- Who was the video for?
- How would it be distributed?



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Our Assets

1.) Sizzle Reel(s)

- 3-5 minute overview of our programs
- Have helped us recruit sponsors and partners

2.) Ads

- 30, 15, 10 second spots
- For broadcast and social media to promote the festival to a wider audience

3.) How To Videos

- Videos that show partner expectations for a variety of programming areas



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Lessons Learned

- Distribution is a big deal – get your marketing people involved from day 1
- You don't have to have a lot of video assets to make an impact
- If you are filming an event – ask yourself how interesting the footage will actually be



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