



Your Video Strategy Session

To increase effectiveness and ROI from your video content, a strategic approach is essential.

This completely bespoke, 2-3 hour virtual session allows all the stakeholders in your organisation who work with video (we recommend 4-12 per session) to get a better understanding of the latest trends and best practice; attendees also learn tips that they can implement immediately to improve results.

The session content is guided by your specific requirements, but typically we cover:

- Why and how to use video in your sector
- The different types of video content, and which are the most effective
- How to get your video seen by the right people
- The value of customer advocacy and working with stakeholders
- How to measure video effectiveness
- What to do with results and how to improve content

“I learnt a huge amount and can't wait to put what I've learnt into action!”

“An opportunity to ask questions that directly related to my role and receive insightful answers that I can put into practice.”

“The knowledge Simon had and imparted on us was invaluable.”



PRESENTED BY SIMON CROFTS

Simon is Client Services Director at Big Button. He has over 20 years' experience in the video space, and led the video strategy course for Econsultancy for 4 years.

As an award-winning producer, Simon has brought the creative magic to high-profile YouTube campaigns with millions of views, and generated measurable increases in marketing performance for well-known brands including PensionBee, Rackspace and ClearScore.