

All things Video



Getting in front of a camera is one of the things that some people find uncomfortable, especially if it is to shoot a video. Is my hair okay? What side should I face? Am I mumbling? Do I have a fluency disorder? These are some of the questions that have once run in our minds when we are asked to be the main cast in a video clip.

**Video is an effective
form of communication
that needs to be
integrated
into each and every
aspect of your existing
marketing efforts.**

JAMES WEDMORE



The case for video marketing made us at the Montgomery East Africa office to just do it!! During this Covid pandemic we knew that we had to reach out to our audience more than ever. Videos are one of the ways that we chose to do this. From a marketing perspective, they are easy to digest, entertaining and engaging. They are accessible to anyone with internet, both to watch and to produce. People also tend to easily share a video rather than an email.

From previous show feedback, exhibitors found it daunting to navigate the exhibitor zone on our show websites, and would send back partially filled forms or an offline form with the details asking us to input them on their behalf. We saw this as an opportunity to make a short clip, with that personal touch that demonstrated how easy it was to navigate.

Our delegates can also get bored seeing the same faces and hearing from the same people, another way we found useful is to have interview videos with our endorsers and partners. This brought that external perspective and built trust in the exhibitions once they saw key opinion leaders aligned with us and answering some of the questions that were probably at the back of their minds.

Check out some of our videos below.

1. Propak East Africa Organiser Update-<https://youtu.be/69INMQoloTg>
2. Securexpo East Africa Organiser Update-<https://youtu.be/xY3F0grM1To>
3. Kenyan Hospitality Event Interview with one of our Endorsers-
https://youtu.be/XGwPj_1L0IA

Angela Kinyua

Montgomery East Africa