

Using Video to Connect with Prospective Attendees



March 26, 2026
Arlington, VA



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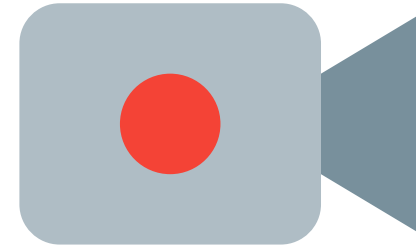
| AUDIENCE BEHAVIOR

They have limited time, many options, and **they decide quickly what deserves their attention.**

- Attention is **earned**
- Audiences **decide** what they engage with
- Content has to **create connection quickly**



WHAT WE ALREADY KNOW ABOUT **VIDEO**

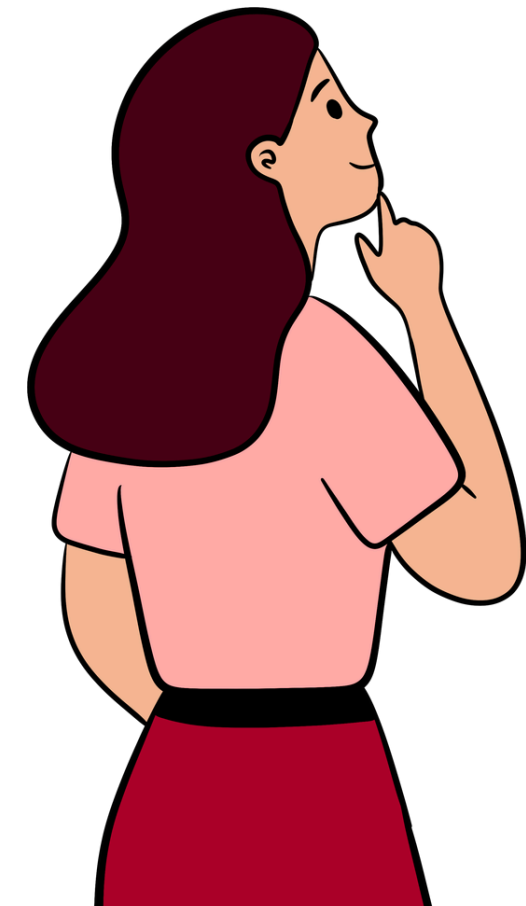


- Viewers **retain** approximately **95%** of a message when it's delivered through video, compared to about 10% through text (Source: Insivia)
- About **73%** of people say video helps them better **understand** a product or service (Source: Wyzowl)

The reason: video creates a strong **sensory & emotional connection.**

| POLLING QUESTIONS

- **How many people are using video?**
- **How many feel that it's effective?**



| EFFECTIVE VIDEO USE:

To use video effectively, three things need to be clear:

- The **message**
- The **audience**
- The **connection** you're trying to create



THE NEW REALITY OF ATTENDEE ACQUISITION

1. Attendee acquisition is now **year-round**

2. Prospective attendees expect to understand the **experience**

3. **Content** drives discovery

Video supports all of this, especially when it's used **intentionally.**



AWARENESS $\neq$ CONVERSION

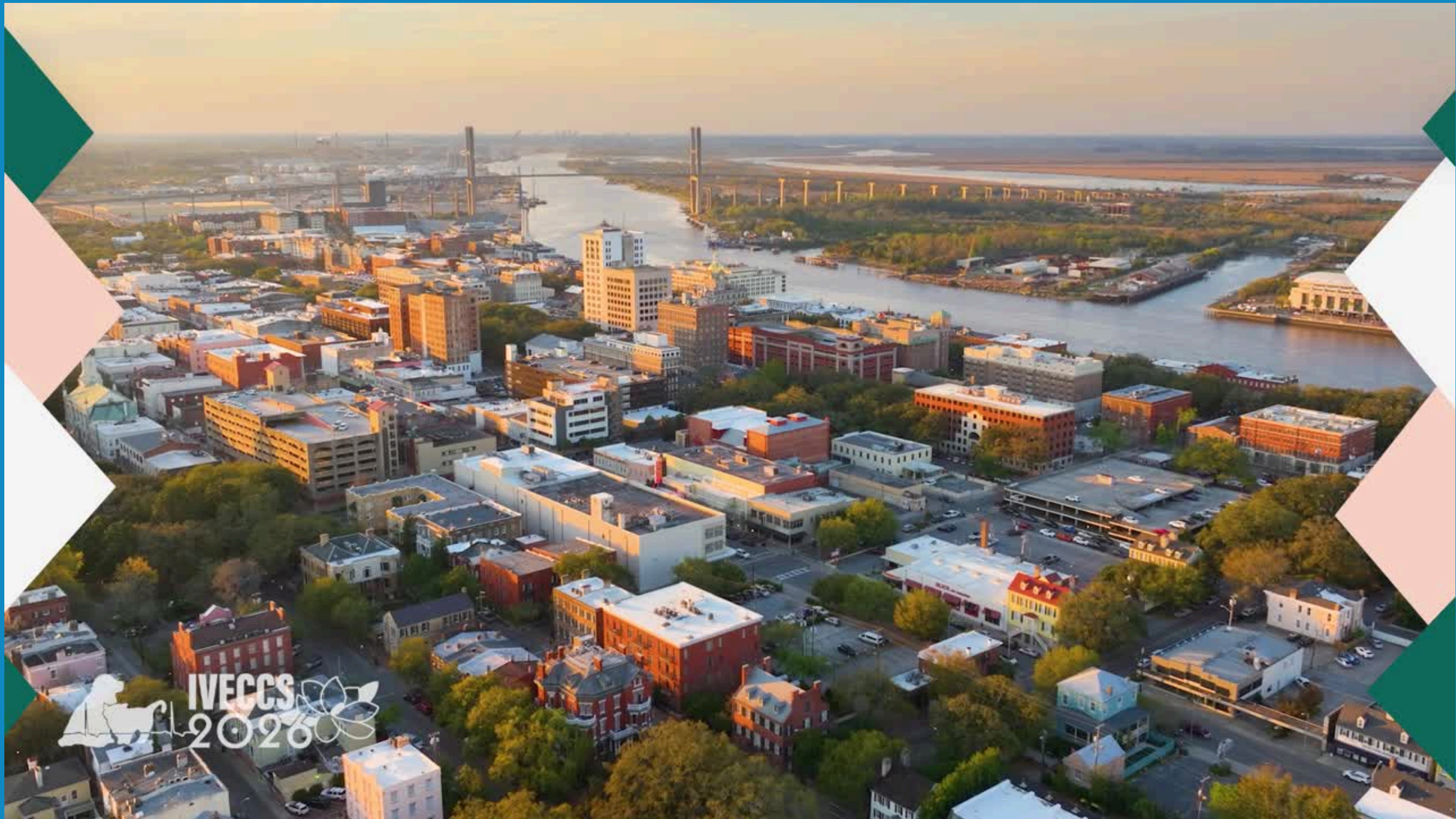
Awareness = “I know this exists.”

Conversion requires:

- Understanding the value
- Feeling comfortable attending
- Seeing personal relevance



People need to understand the value — and **see themselves in the experience.**





SO WHAT WORKED?



SIMPLE FRAMEWORK FOR USING VIDEO STRATEGICALLY

Five Questions to Ask Before Creating Event Video

- Who is this video for?
- What decision are they trying to make?
- What value should they understand?
- Where will they encounter it?
- What should they do next?



“THEY DON’T KNOW UNLESS YOU TELL THEM”

You must tell them clearly...more than once.

Repetition doesn’t mean repeating the same message.

It means **reinforcing value** through different **voices, moments, and perspectives.**





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LIVE EXAMPLE – AAR SOUNDBITE CAPTURE

Instead of describing the event, prospective attendees hear **directly from participants.**

Prompts:

What makes the AAR standout from other events?

What's one key takeaway that you'll implement?

Who should be here, what would you tell them?



The most persuasive voice is the attendee who just experienced it.

| CLOSING SUMMARY

When video is used intentionally:

- The message is **clear**
- The audience is **defined**
- The connection is **meaningful**

One moment onsite can support:

- **Attendee acquisition**
- **Year-round engagement**
- **Future growth**



When people understand the value and can see themselves in the experience, **attending becomes much easier.**