

A PATAcademy-HCD Workshop

“**ONLINE VIDEO MARKETING**”

*How to create engaging online video campaigns
for brand-building and sales*

June 25-26, 2018

*PATA Engagement Hub
Bangkok, Thailand*



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OVERVIEW

To stay competitive, marketers are turning to video to broaden their reach, boost conversions and stand out. As this captivating visual medium continues to flourish, brands and marketers of all stripes are beginning to recognize how important it is to include video in their digital marketing mix.

Meanwhile, digital branding campaigns are becoming increasingly effective as the ability to track and understand user's browsing behavior continues to advance. Marketers can now apply their understanding of digital marketing to distribute their videos across various digital platforms to get them discovered by the right audience.

Using interactive learning approaches and hands-on assignments, this PATAcademy-HCD programme examines the challenges and opportunities presented by video marketing and digital marketing campaigns.

BENEFITS TO PARTICIPANTS

The two-day workshop will empower participants with the knowledge and skills to create online videos effectively and efficiently, while building a strong digital brand, including:

- The importance of video in the digital marketing mix
- How to make engaging video content in minutes
- The role of video in digital marketing
- Case studies of successful video-based digital marketing campaigns
- How to optimize your content for digital audiences
- How to design a digital branding campaign that leverages video

PLUS MORE BENEFITS

- The first 10 participants signed up will receive a complimentary one-year Binumi subscription valued at USD1,000
- All other participants will receive 12-month subscription for the price of 6, valued at USD500

Binumi is a unique video platform that empowers business to take control of its communications by providing the tools to unlock, create and tell compelling commercial stories that can build opportunity and growth. Binumi enables anyone in business to create, shape and share ideas and stories through providing royalty-free footage and editing tools combined with simple but comprehensive content management operated in the cloud.

WHO SHOULD ATTEND

Intermediate marketers, entrepreneurs, government and private sector organisations seeking to grow their business and promote their products, service and destinations through digital marketing strategies.

PROGRAMME OVERVIEW

Day One

Monday, June 25, 2018

Storytelling through video marketing



Anthony Copping
Founder CEO, Binumi

Over the past few years, the internet has evolved from a text-based medium to the new 'TV', with videos expected to account for 79% of global Internet traffic by 2020. From YouTube channels to 'social videos' - short, targeted video clips designed for social platforms - video has become the optimal medium for data consumption. As a marketer, you can leverage this powerful aspect of video to foster an emotional connection that will drive viewers towards a desired action. Executed properly, video can produce the type of engagement that leads to conversions.

ABOUT THE SPEAKER

Anthony Copping has a background in international media, working as a producer and presenter of documentary films - particularly relating to remote and vanishing cultures. Anthony undertook over 50 expeditions which culminated in a TV series aired globally in 2004 by National Geographic who called it "the most dangerous expedition for music in history." He has travelled extensively and experienced at first hand the true insights of the power of 'storytelling' in its many forms, through actions, words, music, song and film. He recognised how the power of Storytelling is a fundamental human need, and if enabled through video, how we could use it to scale our communications more effectively on a daily basis.

0915-1015

Guide to Successful Video Marketing

- The difference between a video story and a simple capture
- The need for scale (in digital marketing) vs the traditional costs
- How digital storytelling brings creativity into everyday lives

1015-1030

Coffee Break

1030-1200

How to Create Engaging Video Content

- Understanding video length, placement strategies, and the videos platforms
- What videos to make
- Three Golden Rules of compelling storytelling

1200-1330

Lunch at Audrey Cafe

1330-1430

Leveraging Software Tools to Create Outstanding Videos

- How to evaluate and use video marketing tools and software
- The power of integrating content, tools, and publishing
- Demo of Binumi video editing platform

1430-1445

Break

1445-1700

Practice! Create Your Own Video

- Create your video using Binumi
- Present to the class

Online Video Campaigns for High Impact

Vi Oparad
Country Manager, StoreHub

In the ever-changing world of digital, these key marketing principles remain constant: knowing your audience, understanding medium, and prioritising. This session will help you navigate the endless clutter of tips, tricks and short-cuts for digital marketing to truly understand your consumer's digital behaviour, integrate video into your marketing framework, strategise your medium and creatives, and optimise execution of your online video campaign.

Participants will learn how to take on a digital mindset and leverage digital tools in order to ultimately craft their own online video marketing strategy which they can also take forward to execution.

ABOUT THE SPEAKER

Vi has been in Brand Marketing and Ad Tech career for almost 10 years. With Unilever, she worked with Vaseline and Dove, before becoming a Brand Manager for Omo. Vi discovered the fascinating world of the digital marketing while studying an MBA at MIT Sloan (Massachusetts Institute of Technology - Sloan School of Management). Vi joined Google and subsequently Facebook in Singapore and Thailand where she used her marketing background to help hundreds of advertisers build their businesses online. Currently, Vi is managing StoreHub Thailand - a cloud-based POS and inventory management system with a mission to make retails awesome. Vi holds an MBA from MIT, Massachusetts Institute of Technology - Sloan School of Management and B Eng, Mechanical and Aerospace Engineering from Nanyang Technological University, Singapore.

0900-1015**Understanding Video Marketing Campaigns**

Learn what is happening in video marketing and how successful brands make it through. Get to know key digital platforms, understand their roles to your audiences, and organise your resources accordingly.

- Shifting to and developing a digital mindset
- Case studies of successful video marketing campaigns
- Overview of current digital platforms
- Prioritising and resource allocation

1015-1030

Coffee Break

1030-1200**Developing a Video-based Digital Marketing Campaign**

Learn key frameworks to help you articulate your brand and strategise your online video campaign. Get to know digital tools to enhance and optimise your content for digital audiences.

- Developing a framework for your brand
- Overview of digital tools to reach your audience
- Enhancing and optimising video content and reach

1200-1330

Lunch at Baan Ying

1330-1530**Deploying your Online Video Campaign**

Play time! Design an online video campaign based on the video you have created in Day 1 to match your business goals and resources. Get hands-on practice, work your creativity, and craft out your video marketing plan.

1530-1545

Coffee Break

1545-1630**Presentation Time!**

Pitch your video marketing plan to the class.

1630-1700**Wrap-up**

Share what you learn, what you love, and what you wish - and closing thoughts.

REGISTRATION FEE

PATA MEMBERS	USD699
CHAPTER MEMBERS	USD899
NON-MEMBERS	USD1,099

FOR ENQUIRIES AND FURTHER INFORMATION,
please email: HCD@PATA.org
or visit: <https://www.pata.org/event/patacademy-hcd-june/>

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