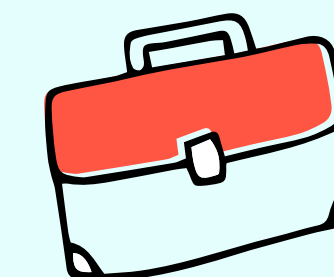
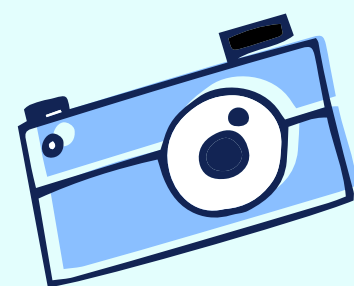


WISTIA FEST 17

Hosted by WISTIA



Join us June 11-13 in Boston to learn how to
use video better across your business.

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**Who should come to WistiaFest,
and who will you meet there?**

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Wistia Users

Learn how to get the most out of your Wistia account, and leave with actionable insights.

Marketers and Strategists

Learn how to improve your marketing efforts with video and report on your work with in-depth analytics.

In-House Creatives

Learn to balance strategy and creative on a daily basis, and get buy-in from your team using powerful analytics.

CEOs and Entrepreneurs

Learn the latest in video strategy, and how it can impact your entire business—across all teams.

Sales

Learn how to create personalized sales messages and harness the power of video throughout your sales cycle to close more deals.

Agencies

Learn how to sell the power of video to your clients with specific analytics and strategies.

HR

Learn how to bring your culture to life to attract the best candidates and turn employees into advocates.

Support and Training

Learn how to use video to communicate clearly with your audience and teach in an effective and human way.

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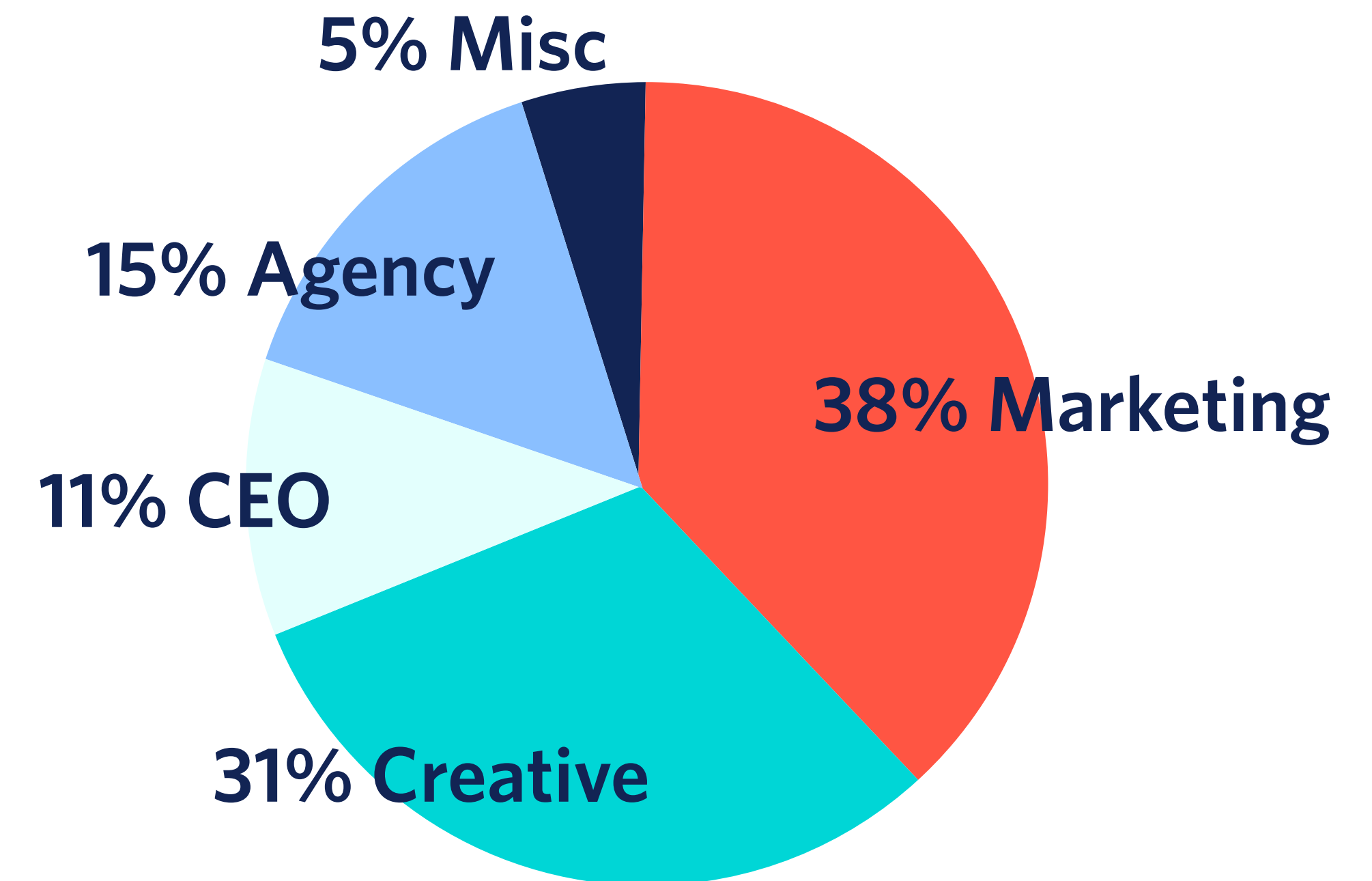
Who attended WistiaFest 2016?

Roughly **11%** CEOs/founders, **38%** marketing strategists, **31%** creative professionals (including designers and videographers), **15%** agencies, and **5%** support, training, education.

Attendees came from as far as the New Zealand, Australia, Netherlands, Mexico, Croatia, and Turkey.

Attendees consumed over 1,500 oysters.

Someone even hired a videographer they met at WistiaFest after connecting in the Community!



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What will you take away?

Learn from top experts across multiple fields, all passionate about video.

Share your challenges and ideas with others working on the same problems.

Meet a broad range of people thinking deeply about video and business.

Join a lively community of video enthusiasts that exists beyond the weekend.

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Wistia Users

You use Wistia, but want to get the the most out of your account.
Return home with the tools you need to work better and faster.

BREAKOUT SESSIONS FOR YOU

- Go-To Wistia Tips and Tricks
- How to Use Wistia Like a Pro
- The Top 10 Videos You Should be Making for Your Business

CONNECT WITH

A friendly Wistia family! But seriously, you'll meet all kinds of Wistia users with different levels of experience, all growing their businesses with video.

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Marketers & Strategists

You're constantly looking for the latest content and promotion strategies to put your brand ahead of the curve. You care about being able to report on the success of your video efforts with data.

BREAKOUT SESSIONS FOR YOU

- Generating Qualified Leads Using Video
- Video + Science: Put on Your Lab Coat and A/B Test Your Videos

CONNECT WITH

Fellow marketers who are innovating with video and people who've already worked on or are currently working on the same problems as you are.

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In-House Creatives

You're a video producer, designer, or other creator within a company who has to balance strategy and creative on a daily basis. Analytics might not be your passion, but you've realized their importance for getting buy-in from the rest of your team.

BREAKOUT SESSIONS FOR YOU

- How to Use Wistia Like a Pro
- Post-Production Tips That Will Transform Your Videos
- Mystery Workshop with Adam Lisagor

CONNECT WITH

Some of the most forward-thinking creative people in the video and design world.

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CEOs & Entrepreneurs

You're interested in the very latest in video strategy and authentic content, especially as it can impact your entire business, across all teams.

BREAKOUT SESSIONS FOR YOU

- How to Make Effective Onboarding Videos
- Making Scalable and Personalized Product Demos
- The Top 10 Videos You Should be Making for Your Business

CONNECT WITH

People who could help shape the future of your business and fellow founders facing similar challenges.

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Sales

You want to create delightful content that helps you connect authentically to your audience while helping you grow your business.

BREAKOUT SESSIONS FOR YOU

- How to Make Effective Onboarding Videos
- Making Scalable and Personalized Product Demos
- The Top 10 Videos You Should be Making for Your Business

CONNECT WITH

Other salespeople who are seeing impressive results with the use of 1:1 video.

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Agencies

You want to make the most out of each client opportunity that comes your way and learn how to sell the power of video with specific analytics and measurement strategies.

BREAKOUT SESSIONS FOR YOU

- How to Find Success with Video
- From Producing One-Off Videos to Becoming a Strategic Partner
- How to Upsell Your Clients with Video Services

CONNECT WITH

Fellow freelancers and agencies on the cutting edge, plus tons of companies interested in using more video.

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HR

You want to attract talented and motivated candidates in a scalable way, and you've got a hunch that video could help you.

BREAKOUT SESSIONS FOR YOU

- Generating Qualified Leads Using Video
- How to Use Wistia Like a Pro
- The Top 10 Videos You Should be Making for Your Business

CONNECT WITH

Other HR professionals who are hoping to use video strategically and video teams who've helped other companies supercharge their recruiting efforts.

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Support & Training

Your job is all about communicating clearly with your audience at several levels. You've maybe used video before to scale communication, or you're interested in how you might start.

BREAKOUT SESSIONS FOR YOU

- Delight Your Customers with Support Videos That Shine
- How to Make Effective Onboarding Videos
- Pre-Production 101: Setting up for a Successful Shoot

CONNECT WITH

Others interested in the power of video to teach and change the way we communicate online.

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Here's what some past attendees have to say:

WistiaFest 2016: A Recap and 5 Takeaways

By Alex Dunn (Bluleadz)

WistiaFest 2016: What We Learned

By Trish Lessard (Media Junction)

Behind the Scenes at WistiaFest 2016

By Caleb Wojcik (DIY Video Guy)

WistiaFest 2016 Recap and the Future of Business Video

By Jeff Pelletier (Basetwo Media)

5 Things We Learned About Video Marketing at Wistiafest

By Dan Bloom (Slope)

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"WistiaFest isn't about selling a product or bashing other video platform services, it's about creative people sharing how they're using video to evoke emotions. There were a lot of great speakers who had the audience—our team included—feeling as though they could be doing a lot more with video. That said, I was struck by how personal video for businesses can be. It reminds me of the 1990s, when everyone was obsessed with using camcorders to catch every little family moment. Today we're using our phones, and instead of looking back on those videos a decade later with immediate family, we can all be creating videos that help our audience make decisions while feeling emotionally connected."

TYLER PAUTSCH, MEDIA JUNCTION



Questions?

Stay tuned for exciting updates on the
WistiaFest event page, and email

karla@wistia.com if you have any questions!

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Pssst...

WistiaFest aside, if your boss still isn't convinced that video is a good idea, this might help:

[How to Convince Your Boss that You Need Video](#)

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