

EVENTS / EXPERIENTIAL VIDEOS

YOU MAKE IT FUN. WE PROVE IT WAS FUN.

At the event itself, know that with Media One Creative you get more than just 'event coverage'

An Events / Experiential Video is produced by Media One Creative Inc. for the purpose of capturing and promoting a physical event to the public. We are usually involved at the beginning stages of event planning and we become an integral part of the promotion leading up to the event itself, by means of a promotional pre-event video, and we also create a 'highlight reel' on the day of the event itself.

The pre-event promotional video can be a simple call-to-action or something more elaborate. If you have existing footage or images from a prior year's event, we can take the available media and integrate them into a custom animation with music and voiceover, to bring life to the existing materials.

If you do not have any media on file from a previous year, allow us to create a concept that gets the potential attendees excited – in a short 30 second or 1 minute video. If your event features a VIP, important guest, or distinguished speaker – we can have them come to Media One Studios to give a quick pitch, and build something from there.

We cover corporate events such as tradeshows, investor days and annual general meetings along with charity events, fundraisers, concerts and galas.

On the experiential side, we have worked with some of Canada's largest marketing and advertising companies to completely capture an experiential activation – whether it be a guerrilla marketing flash mob or a structured public space takeover.



TIPS TO ENSURE YOUR EVENT IS A SUCCESS

But we invited the media...

One of the most challenging tasks in organizing a great company or non-profit event is securing news media coverage. With a good PR agency, you will be able to get media attention but what happens if you don't have PR representation? Avoid the hassle and disappointment of inviting the news media to only find out that they don't show up by having Media One Creative Inc. be *your* news crew!

Media One: Your News Crew

We have skilled Journalists on staff that can be embedded into your event, asking questions and gaining valuable feedback from the participants. For tradeshow, we can setup entire 10' X 10' booths, creating a 'Speaker's Corner' type effect, which becomes an incredible draw for the crowd. We can draw the passerby in, ask them relevant questions, and your sales team is there to take it a step further.

Increasing Event Attendance

Creating a good promotional video is only the first step. Media One Creative Inc. offers a comprehensive package that includes producing the promo, covering the event itself, and handling a strategic video campaign. Imagine connecting your pre-event buzz to a VIP prize contest? From promo to prize fulfillment, we can take your event to the next level and guarantee increased event attendance.

Tradeshows to Concerts

Our event videography services stretch across a wide range of event types. From traditional corporate tradeshows to food and beverage sponsored concerts and experiences. With our background in high-production value audio work, we can bring our mobile audio 5.1 recording rig to your event and even record a live concert album, on-site! Couple that with our 27 ft robotic camera crane and jib system, along with a few Media One crew members filming in the crowd and we can deliver true concert video magic. Our full service event audio and video production is trusted by some of Canada's top consumer food and beverage brands.



For Sales Inquiries

Derek G. Rider, B.Journ.
Director, Business Development
T: 647-444-0327
E: derek@mediaonecreative.ca

For Production Inquiries

Corey Peck
Director, Operations
T: 416-912-2397
E: corey@mediaonecreative.ca