

Event Details

The Power Of Video Marketing

| Date | Time | Location |
|---------------|---------------|-----------------------------------|
| March 8, 2019 | 14:00 - 14:45 | CityCube Berlin, Auditorium A4/A5 |

It's no lie that video marketing has become the fastest growing way to reach people. In fact, in the past two years, video marketing has exploded to hold approximately 60% of all marketing efforts by major brands. It's predicted that by 2020, video is going to account for 80% of all internet traffic. So video is ALREADY a big thing and if you haven't embraced it by now then you are seriously lagging behind as a marketer. Let's find out how destinations can best leverage the mega trend video marketing, what types of video content they should be developing and how to get it in front of those interested in visiting their destination? Make sure to arrive early as this session will likely be standing room only.

Destination management Digitalization Distribution Influencer Customer behavior Marketing Social media Trend Video Marketing

Introductory presentation:

[Allen Martinez](#), Growth Strategist & Founder, Noble Digital

Moderated by:

[Genevieve Hathaway](#), Commercial Photographer, Director, Videographer

Panel guests:

[Clemens Bartlome](#), Marketing Executive, Graubünden Tourism

[Allen Martinez](#), Growth Strategist & Founder, Noble Digital

[Sofia Panayiotaki](#), CEO & Founder, NEEDaFIXER