

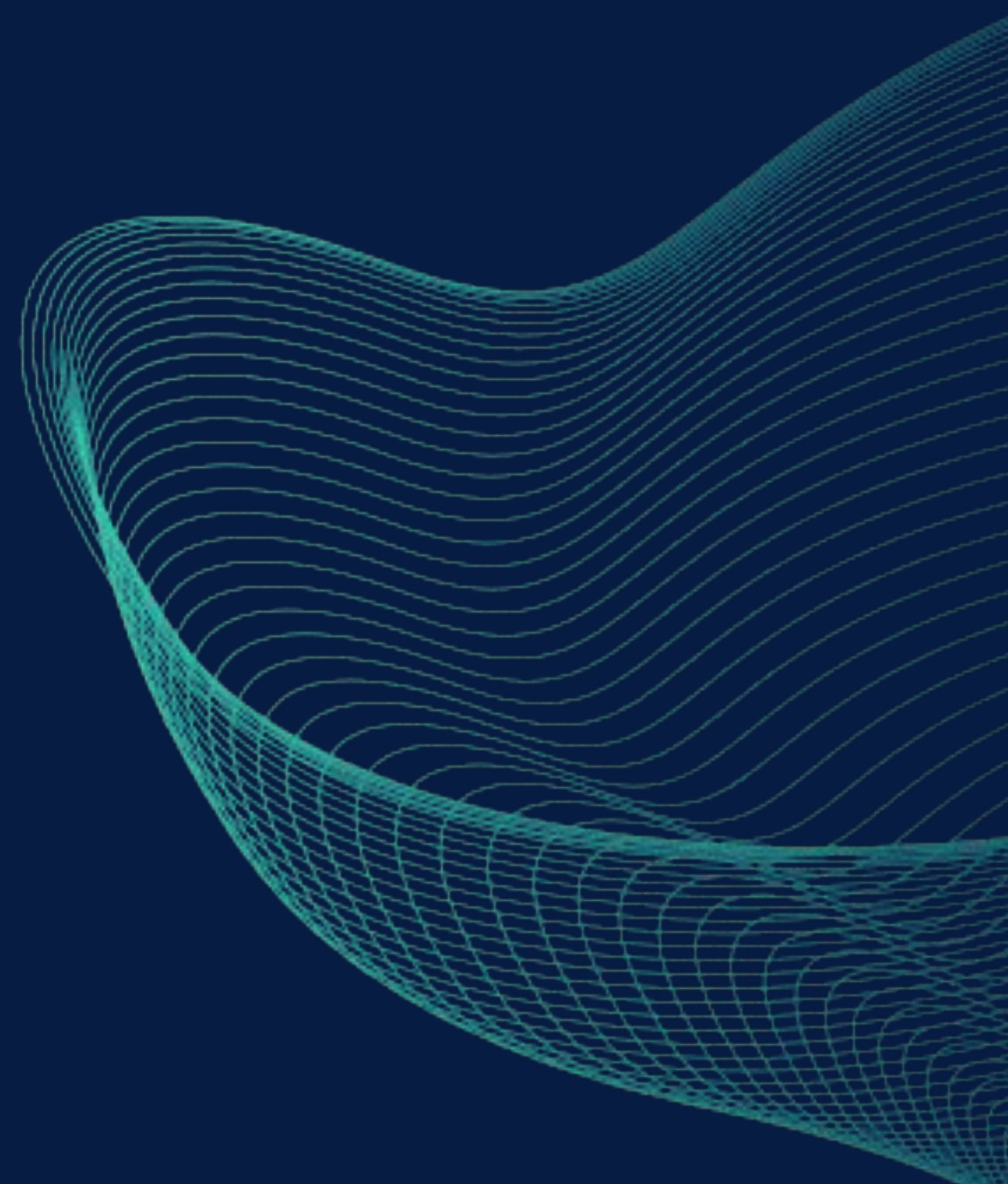


NON DUES-A-PALOOZA



Event Promotion Video Campaign

Teri Carden, creator of Non Dues-a-Palooza, understood the power of video in event marketing. By co-creating videos with key stakeholders, she built a dynamic, high-impact promotional strategy that was simple, fast, and cost-effective.



Non Dues-a-Palooza

Event Promotion Video Campaign

Program Overview

The Non Dues-a-Palooza team understood the power of video in event marketing. Together, we built a dynamic, high-impact promotional strategy that was simple, fast, and cost-effective.

Objectives

- Enhance event promotion using video content
- Increase attendee engagement across multiple channels
- Streamline video creation for a small team

What We Did

Our multi-channel strategy included:

- Video co-creation with sponsors, speakers, and attendees
- Fast turnaround – 30+ videos produced in just 4 weeks
- Multi-platform distribution
 - Event website
 - Social media (Facebook & LinkedIn)
 - Email marketing (Association Briefings)
 - QR codes at event check-in

Results

The user-generated video strategy delivered exceptional engagement and long-term value for Non Dues-a-Palooza.

1

281% higher email click rates

Outperformed industry benchmarks

2

266% more engagement on social

Authentic video drove higher interactions

3

30+ videos created in 4 weeks

Cost-effective, scalable content strategy

The screenshot displays the Non Dues-a-Palooza website. At the top, the event title "NON DUES-A-PALOOZA" is prominently featured in a stylized, distressed font, with navigation links for "IN-PERSON EPIC REDO", "ON DEMAND", "PARTNER INFO", and "CONTACT" below it. A central headline reads "SEE WHY WHY EVERYONE WAS SO EXCITED FOR THE EPIC REDO LAST SEPTEMBER." Below this, a grid of six video thumbnails is shown, each with a play button icon. To the right, a larger video player features a woman, Teri Carden, with the text "TERI CARDEN CREATOR, NON DUES-A-PALOOZA" overlaid. Below the video player, a call to action "REGISTER NOW" is displayed in a red button. At the bottom, a banner states "WE HAD A BLAST!" followed by a paragraph of text: "In 2020, we had several virtual events, and we can't thank all the partners involved to put on the LIVE Virtual Event: the Virtual Bazaar and the Sneak Preview. But the time has come for us to safely meet again and we are..."

Schedule a Discovery Session

Let's do this!

Explore how we can support your goals.

Reach Out Anytime:



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