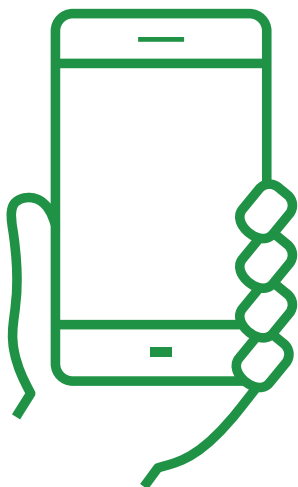


VERTICAL VIDEO



AT EVENT

- Walk the floor/event from one end to the other and shoot video on your phone
- Take a video of people walking under the main show entrance sign
- Take a video of walking up to the booth
- Take a slow panning video of the booth from side to side
- Take a video of the PGL merch

AFTER EVENT PARTY/HAPPY HOUR

- Take a video of the exterior of the venue
- Take video of any and all PGL signage
- Take a slow panning video of the full room
- Take a video of any special features or people

WHAT TO DO & WHEN TO DO IT

Su	Mo	Tu	We	Th	Fr	Sa
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1

7 DAYS BEFORE EVENT

- **Sales** team posts the event graphic to their personal **LinkedIn**, graphics provided by **Marketing**

DURING EVENT

- **Group photo** of everyone on the first day at the first opportunity, send to **Marketing** and post yourselves on your **LinkedIn**
- **Tag** Event Page/User Group for the show
- **Research** relevant **Hashtag(s)** for event
- **Recap** each day, post to **LinkedIn** with #’s

AFTER EVENT

- **Meet** with the team and **review** your notes
- **Post Recap** of event to **LinkedIn**



SEND ASSETS TO: 817-944-1288 - or - social@shippgl.com