

Project Overview

Business Name	Ignite Hub Creative Solutions
Client Name	Jessica Martinez
Social Security Number (SSN)	381-45-2974
Project Category	Video Event Production
Client Status	Active
Social Media Platform	Instagram
Social Media Username	ignitehub_jessica
Password	Zy7u!p98#wqa

Client Brief

Ignite Hub Creative Solutions has commissioned a comprehensive video event to promote the launch of their new coworking space aimed at entrepreneurs and local startups. The client desires an engaging online and in-person hybrid event that highlights Ignite Hub's innovative spaces, community atmosphere, and professional resources. The primary objective is to grow awareness among young professionals ages 23-35 and drive new membership signups in the first two quarters following the launch. Jessica Martinez, our direct point of contact, is seeking dynamic content: live video walk-throughs, interactive Q&As with founders, and testimonial segments from current members. The event will be promoted primarily through Instagram and Facebook, utilizing teaser clips, countdown Stories, and post-event highlight reels. Visual branding should reflect a modern, energetic, and inclusive vibe. There is an emphasis on showcasing the technology-enabled meeting rooms, versatile collaboration areas, and amenities such as 24/7 access and on-site coffee bar. The event will require coordination with in-house staff for access and scheduling interview slots. Client asks for a dedicated hashtag strategy, on-screen captions for accessibility, and integration of Ignite Hub's brand colors in all visuals. We are expected to

deliver a content calendar, event script outlines, run-of-show documents, and editing of all footage into both long-form and bite-sized assets for ongoing social media use. Confidentiality and professionalism are imperative throughout the campaign, with analytics and engagement reporting due three weeks post-event.