Project Overview

Business Name	Orion Creative Agency
Client Name	Elena Ramirez
Social Security Number (SSN)	429-88-9412
Project Category	Video Event Management
Client Status	Active
Social Media Platform	Instagram
Social Media Username	elena_r_orionexpo
Password	EventFest2024!

Client Brief

For the upcoming Orion Expo 2024, the client seeks an innovative and engaging video event campaign aimed at increasing brand exposure and attendance among young professionals and technology enthusiasts. The event will be held in Los Angeles, with a hybrid setup allowing for both in-person and virtual participation. The primary goal is to highlight new technological advancements and interactive exhibits through a series of live-streamed segments, promotional teasers, and behind-the-scenes content. The client is looking for a comprehensive content plan tailored for Instagram, focusing on Reels, Stories, and scheduled live talks featuring keynote speakers and product demonstrations. Storytelling is a key component, with a preference for dynamic visuals, fast cuts, and audience interaction through Q&A sessions and polls. All video assets must incorporate the Orion Expo branding guidelines, with a consistent color palette and hashtag usage (#OrionExpo2024, #InnovateLA). The client also requests influencer outreach and collaboration with tech vloggers to broaden online reach. Analytics and performance reports are required post-event to measure engagement and conversion rates. The client emphasizes quick turnaround on edits and approvals, expecting initial teaser content

within two weeks of kickoff. Privacy and data security are important, especially for user-submitted content and registrations. Overall, the campaign should position Orion Expo as a leader in interactive technology events, drive ticket sales, and foster a vibrant online community before, during, and after the show.