

Project Overview

Business Name	ActionSpot Media Solutions
Client Name	Kimberly Marsh
Social Security Number (SSN)	398-21-5610
Project Category	Video Event Production
Client Status	Active
Social Media Platform	Instagram
Social Media Username	actionspot_kmarsh
Password	E9a7qp%L!2sRtG

Client Brief

ActionSpot Media Solutions has been approached to design, produce, and execute a high-profile video event for a leading tech innovation hub. The project centers on leveraging the unique workspace of ActionSpot to showcase its dynamic atmosphere and the collaborative spirit that drives startups forward. Our client, Kimberly Marsh, wishes to elevate ActionSpot's brand identity by streaming live panel discussions, behind-the-scenes content, and interactive Q&A sessions across multiple digital channels. The goal is to attract early-stage founders, investors, and tech enthusiasts by transmitting authentic stories from real members who have benefited from ActionSpot's resources. The video event will integrate short-form social media teasers, a long-form main broadcast, and post-event highlight reels for ongoing digital marketing. ActionSpot's differentiation as a launchpad for innovative ventures must be the cornerstone message. Key talking points identified by Kimberly include diversity in membership, rapid prototyping resources, and community-driven mentorship. Creative direction should reflect a modern, kinetic visual identity while maintaining an approachable and supportive tone. The agency is responsible for managing the event's technical aspects—lighting, audio, and real-time

engagement tools—as well as comprehensive content planning. Coordination with ActionSpot’s in-house marketing and IT teams is a priority and all outputs must be fully brand-compliant. The event is tentatively scheduled for next quarter, with a two-month campaign lead-up across Instagram, LinkedIn, and Facebook. Deliverables include a campaign calendar, scripts, branded visuals, and analytics reporting post-event.