

Project Overview

Business Name	Novispark Creative Solutions
Client Name	Jordan Everett
Social Security Number (SSN)	194-86-1092
Project Category	Video Event Production
Client Status	Active
Social Media Platform	Instagram
Social Media Username	@NovisparkLive
Password	NVspk#2024event!

Client Brief

Novispark is seeking a compelling video event to showcase the launch of their new interactive platform aimed at tech enthusiasts and early adopters. The primary objective is to generate excitement and awareness, encouraging users to register for exclusive early access. The client envisions a dynamic, visually engaging event streamed across major social media channels, focusing on the platform's unique collaborative features and real-time innovation demonstrations. The storyline should spotlight testimonials from partners, a live Q&A segment, and highlight how Novispark's solutions are revolutionizing digital collaboration. Key deliverables include a detailed event storyboard, promotional teaser clips, a post-event highlight reel, and audience engagement strategies before, during, and after the event. The target audience is professionals aged 25-40 in the tech and creative sectors so the visual language, tone, and content must be modern, energetic, and aspirational. The event must be interactive, leveraging live polls, chat, and direct audience participation to maximize retention. Novispark will provide branding assets, beta platform access for demonstrations, and coordination with guest speakers. The marketing agency's responsibilities span pre-event promotion, technical production, influencer

outreach, and comprehensive post-event reporting including engagement metrics and recommendations for future campaigns. The client values innovation, adaptability, and a collaborative approach, and requests a dedicated project manager for seamless execution throughout the campaign timeline.