

## Project Overview

Business Name	BrightWave Media Group
Client Name	Erin Dawson
Social Security Number (SSN)	509-78-1348
Project Category	Video event for Startup Lab
Client Status	Active
Social Media Platform	LinkedIn
Social Media Username	erin_dawson_lab
Password	V!deoLab2024!

## Client Brief

The client, Startup Lab, is launching a new series of video events aimed at emerging entrepreneurs and startup founders. The primary goal of this brief is to create a dynamic, engaging video event series that highlights the resources, mentorship, and networking opportunities offered by Startup Lab. The campaign will focus on producing a flagship livestream event featuring keynote speakers, founder success stories, and interactive Q&A sessions with industry experts. In addition, the brief calls for a sequence of teaser clips and spotlight videos intended for social media platforms, notably LinkedIn and Instagram, to build anticipation ahead of the main event. The target audience comprises early-stage entrepreneurs, recent graduates, and tech enthusiasts looking to turn their ideas into successful ventures. The videos should emphasize Startup Lab's collaborative atmosphere, state-of-the-art facilities, and customized support programs. Key performance indicators include registration numbers, social engagement rates, and post-event conversions for Startup Lab's accelerator programs. Brand visuals should use Startup Lab's bright, modern color palette, and all messaging must adhere to their optimistic, inclusive tone. Timeline is six weeks from initial concepts to live broadcast, with approval checkpoints after

scriptwriting and rehearsal footage delivery. The client expects creative direction on content flow, speaker engagement strategies, and visual branding, as well as post-event metrics analysis and a highlight reel for ongoing promotions.