**[VIDEO STRATEGY THAT WON’T LEAVE YOUR CONSUMERS SALTY IN 2020](https://www.etourismsummit.com/session/video-strategy-that-wont-leave-your-consumers-salty-in-2020/)**

Life is just beachy at the eTourism Summit, especially when Amelia Johnson of Visit St. Pete/Clearwater talks about their social and video strategy!  Exponential and Miles Partnership will join her on stage to discuss fresh ideas for 2020 including content, distribution, video formats, and everything else under the sun!

Presenters: **Amelia Johnson**, Digital Producer, **Visit St. Pete Clearwater**  
**James Johnson**, VP, Account Planning, **Exponential**  
**Brianne Zulauf-Maciejowski,** Director of Video/Film and Executive Producer,**Miles Partnership**

There are a few key layers that are critical to developing a successful video campaign; data or key consumer insight, content, creative format, and distribution to name a few.

1. Amelia/Brianne: First, I want to talk about the creative ideation or brainstorm process. How does an idea such as Live Amplified (Visit St. Pete/Clearwater’s branding tagline)? Are there insights derived from data you collect, visitors or local businesses you talk to? How does the agency/client dynamic play into how you come up with new campaign ideas?
2. Amelia: In terms of content, I want to talk about video as a means for storytelling. So much of travel marketing is about connecting with audience at the moment of inspiration, but what about continuity? How do you keep an audience engaged? I think your most recent social series was a good example of that.
3. Brianne: Consumers don’t necessarily think of video channels in the same ways that marketers do, they are simply drawn to relevant and compelling content. How do you balance developing exciting video content that’s both engaging for travelers but also fits into your media mix and measurement tools as mandated by your media teams?
4. Brianne: What types of video formats have you found most effective for driving engagement?
5. Amelia/Brianne: In terms of distribution, do you have a set of preferred channels for your video content? What are some of the key criteria you have in mind when creating video for these different channels?
6. Amelia/Brianne: What are some emerging trends in the video space that you are looking to test in the near future? OTT channels?
7. Amelia/Brianne: Any lessons learned or wisdom to share with marketers or brands just starting out in the video space? What about for client/agency/vendor partnerships? How can we help brands and marketers such as you?