

NAMA CTW Speaker Video Collection

Thanks for taking the time to record this video to promote your presentation at CTW.

The process is very easy. 3 simple prompts ask you to:

- Introduce yourself
- Share the name of your presentation, key takeaways, and/or why people should be excited to join you
- Invite people to attend and state why you think CTW will be a valuable experience and/or what you're looking forward to the most

With a simple click of a button, you'll be able to record your response to each of these questions. You can **re-record** as many times as you like until you're comfortable with the result.

Be concise and record your answers with a friendly, conversational, enthusiastic tone, as if you were personally inviting your most important customer or prospect to have a seat in the room to hear you present.

The finished product will be a **short** video "commercial" that NAMA will use in email, on social channels, and on the website to drive registrations to the show and attendance in your session. Completed videos will be sent back to you for easy sharing.

Please submit your video by **November 19**. Videos received after this date will not be included in promotions or shared with speakers due to the event's close timing.

Are you ready? Here we go!

Prompt 1 – Introduce yourself! (30 second time limit, preferably 10-15 seconds)

Welcome viewers by stating your name, title, and company name.

"Hello, my name is Michele Rowe and I'm the SVP of marketing at Tradeshow Logic. I'm very excited to announce that I'm going to be speaking at CTW in December at the Sheraton New Orleans!"

Prompt 2 – Select one of the prompts below! (30 second time limit)

Share the name of your presentation, key takeaways, and/or why people should be excited to join you. Here are some scripted responses to choose from:

Highlight Key Takeaways

- *“In my session, we’ll dive into [topic]. You’ll walk away with [key takeaways]. Don’t miss it if you’re interested in [specific audience pain point].”*

Why Attend

- *“If you’re looking to learn more about [topic] and how to [benefit], then my session at CTW is for you! We’ll cover [specific insights], and you’ll leave with actionable strategies.”*

Call to Action

- *“Join me and your OCS peers on the 11th and 12th! It’s going to be an amazing experience, and I hope to see you there for my session on [topic]. Let’s learn, connect, and grow together!”*

Event Benefits

- *“This year’s CTW is packed with incredible speakers, and I’m honored to be one of them. I’ll be speaking about [topic] and how it can help you [benefit]. Make sure you’re there!”*

Prompt 3 – Let’s invite people to attend! (30 second time limit, preferably 10-15 seconds)

In 1 or 2 sentences, invite people to attend and state why you think CTW will be a valuable experience and/or what you’re looking forward to the most.

“It’s going to be a great conversation – I hope you’ll be a part of it! I’m especially excited about the hands-on Learning Journeys and connecting with industry experts who are shaping the future of the workplace. Register today to join me in New Orleans, December 11-12!”