



# Event Coverage

## Planning Templates Series

Creating a video with a clear purpose and audience in mind is key to achieving your goals. These templates are designed to guide you through outlining your video's goals, audience, and key messages for various types of content.



## **Purpose:**

To capture and showcase the highlights of a live event.

## **Step 1: Define Your Goals**

- Why are you creating this video? (Examples: Promote future events, showcase industry leadership.)
- What moments must be captured? (Examples: Keynote speech, attendee interviews, live demonstrations.)

**Purpose:**

To capture and showcase the highlights of a live event.

**Step 2: Audience**

- Who will watch this video? (Examples: Attendees, potential future attendees, stakeholders.)
- What will make the video engaging for them? (Dynamic shots, captions, personal stories.)

**Purpose:**

To capture and showcase the highlights of a live event.

**Step 3: Content Breakdown**

- Opening: Introduce the event—who, what, where, and why.
- Highlights: Show the most engaging and memorable moments.
- Closing: Include a CTA to encourage sign-ups for future events or engagement on social media.



These templates provide a structure to ensure your videos are well-planned, engaging, and aligned with your goals. Ready to bring your vision to life?

Let Chocolate Cake Media help you create something amazing!