

2015 Volk Field Small Business Conference

2 MINUTES TO WIN IT!

Lights – Camera – Action

In two minutes or less

MAKE YOUR PITCH

Once you have your video ready to submit, email allisona@wispro.org for submission instructions.

Deadline for pre event submission: July 26th, 2015 – you **MUST BE REGISTERED FOR THE EVENT TO SUBMIT YOUR ENTRY**. If you are not able to prepare the video at your facility, we will have the capability to record your presentation at the event during specific times. Please contact allisona@wispro.org or call Allison at 414-270-3600 to schedule a time.

TOP 3 entries will be presented during the luncheon on July 30 and made available via links from the 2015 Volk Field website after the event.

RULES ARE SIMPLE:

- **MUST** be produced without the assistance of any professional media / marketing firm
 - Props, setting, use of power point or other tools – your choice
 - Must not exceed 2 minutes in length
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HOW WILL THE VIDEO CLIPS BE JUDGED?

- Clearly presents what the business does
 - Clearly presents the value of the product or service
 - Clearly presents why the viewer (potential customer) should pick **YOUR BUSINESS**
 - Keeps the attention of the viewer
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SOME SUGGESTIONS

- **BE POSITIVE**
 - **BE ENTHUSIASTIC**
 - **BE CREATIVE**
 - **KEEP IT SIMPLE** but **INTERESTING**
 - Limit complex or technical concepts – avoid acronyms and slang
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GOOD LUCK and SEE YOU AT VOLK FIELD on July 29-30, 2015!