

Using event and social video to promote marine research

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Nine marine researchers.
Four event videos.
Nine 30-second social videos.
400+ Conference Delegates.

The Marine Institute commissioned the production of four 'event videos' to communicate the range of innovative marine research being carried out across Ireland, to play during the third annual Our Ocean Wealth Conference, which took place at National University of Ireland, Galway on 1 July 2016. The Conference is a cross-government initiative of Ireland's Marine Coordination Group and was attended by more than 400 international and national industry leaders, policy makers, researchers and maritime entrepreneurs at the third annual 'Our Ocean Wealth' Conference.

Three videos profiled nine marine researchers while the fourth video was a project case study on a collaborative coastal baselines project. This oral presentation presents a case study on the production of a series of marine research videos to raise the profile of the quality and range of marine research taking place across Ireland.

It will follow the process from preparing a video brief, including lessons learned by the author as well as insights and tips from the production company, Agtel Video Agency, on how to maximise the impact of social video.

Reference

Agtel Video Agency www.agtel.ie