

OUR CUSTOMER

Televisual is often cited as the most readable magazine in the UK production community. Televisual is also active in other areas including film production work, third-party publishing and bespoke marketing solutions, and runs its own awards, industry news and content **website, and events**, including the Televisual Factual Festival.

The leading annual forum for business information and debate for factual television Indies and filmmakers, the Televisual Factual Festival connects the requirements of the broadcast and SVoD commissioner with the inspiration and creativity of the factual indie and filmmaker.



Sarah Macdonald

Finding the right time and way

The Televisual Factual Festival is a must-attend event for anyone working in factual television. It also represents a prime, once-a-year marketing opportunity for the Televisual brand. With so much activity happening across the two-day conference – speaker sessions, key notes, breakouts, after-hours events – finding the right time and way to engage high profile heads of TV channels and channel controllers – an audience that typically shys away from being in front of the camera – with casual opportunities to participate in social videos is a challenge.



"Shoutout added considerable value for us and our sponsors and at a low cost. What I really liked about Shoutout was the immediacy and spontaneity of the branded postings. Our delegates and speakers' short interviews had a visceral buzz and their commentary felt both authentic and credible, which is after all what we really wanted. I'd definitely want to work with Shoutout for our next event."



– James Bennett, Publisher, Televisual

RESULTS

Using Shoutout to engage attendees at the Televisual Factual Festival was the ideal way to unobtrusively break down the barrier between conference organiser and delegate. The groundbreaking automated, sharable video production platform makes it simple, fast, friendly and fun for conference goers to take part in fully-branded, social-ready testimonial videos in minutes. Televisual captured 25 high quality, ready-to-share video testimonials, and a compilation video that captures the energy and excitement of the event when marketing to future sponsors, speakers and delegates.

SHOUTOUT SOLUTION

In 2019, Televisual took an innovative, cross-promotional approach to gathering and instantly broadcasting on-site testimonial videos using Shoutout. This allowed Televisual to realise immediate brand awareness and add a new dimension of mutually-beneficial marketing value for them and their sponsors; Shoutout videos gathered at the event were co-branded with event sponsor logos and social hashtags were automatically embedded to maximise social impact.

