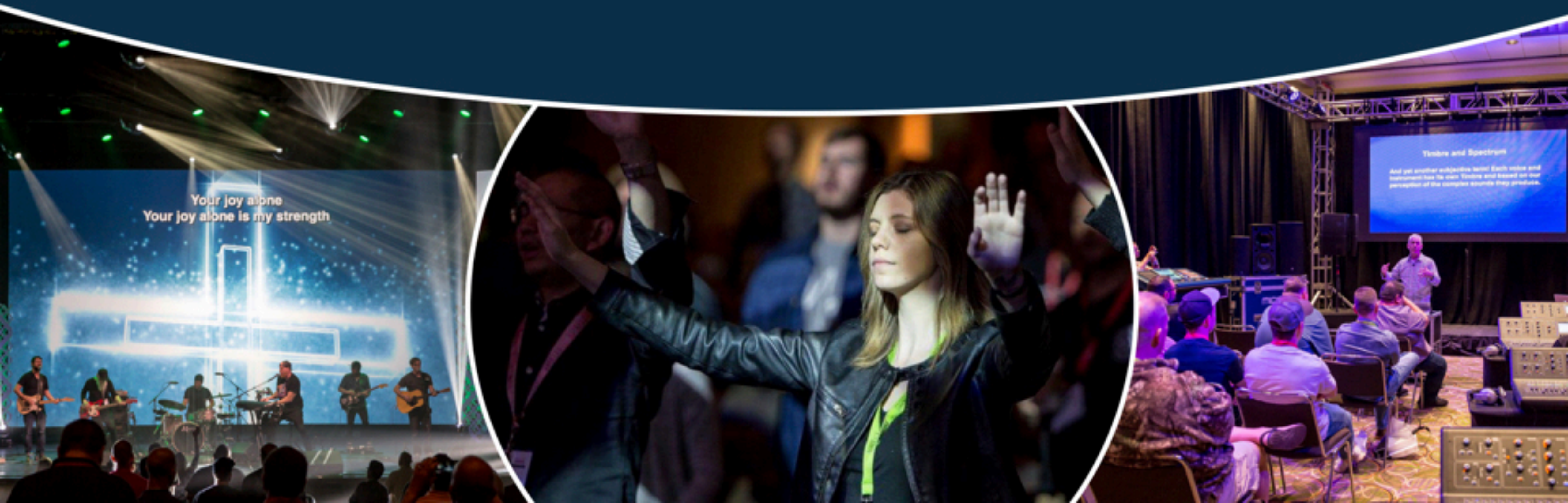




# CONFERENCE & EXPO

## Inspiring Church Communities to Fulfill Their Calling



Your joy alone  
Your joy alone is my strength

Timbre and Spectrum  
And yet another subjective term! Each voice and instrument has its own Timbre and based on our perception of the complex sounds they produce.

# Intro to Video Production

[benstapley.info/video](http://benstapley.info/video)

What?

# Why?

1. Allows Guests To Try Before They Buy

# Why?

## 2. Show And Tell

# Why?

## 3. Shareable Content

# Why?

4. People Want To Watch Not Read

# How?

1. One To Two Minutes



# How?

2. Keep The Target Audience Wide

# How?

3. Talent should represent the church and be warm

# How?

## 4. Location For Talent

# How?

## 5. B-Roll

# How?

6. Basic Info Only

# How?

7. More People Than Places

# How?

8. Keep It Evergreen

# How?

9. If You Can't Show It Don't Say It



# How?

10. End With An Action Step

# Smaller Churches

## 1. Hire A Freelance

# Smaller Churches

## 2. Connect With Community Colleges

# Smaller Churches

3. Consider Using Voice Over Talent

# Larger Churches

1. Review Current Video

# Larger Churches

## 2. Cover Christmas & Easter

# Intro to Video Production

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