



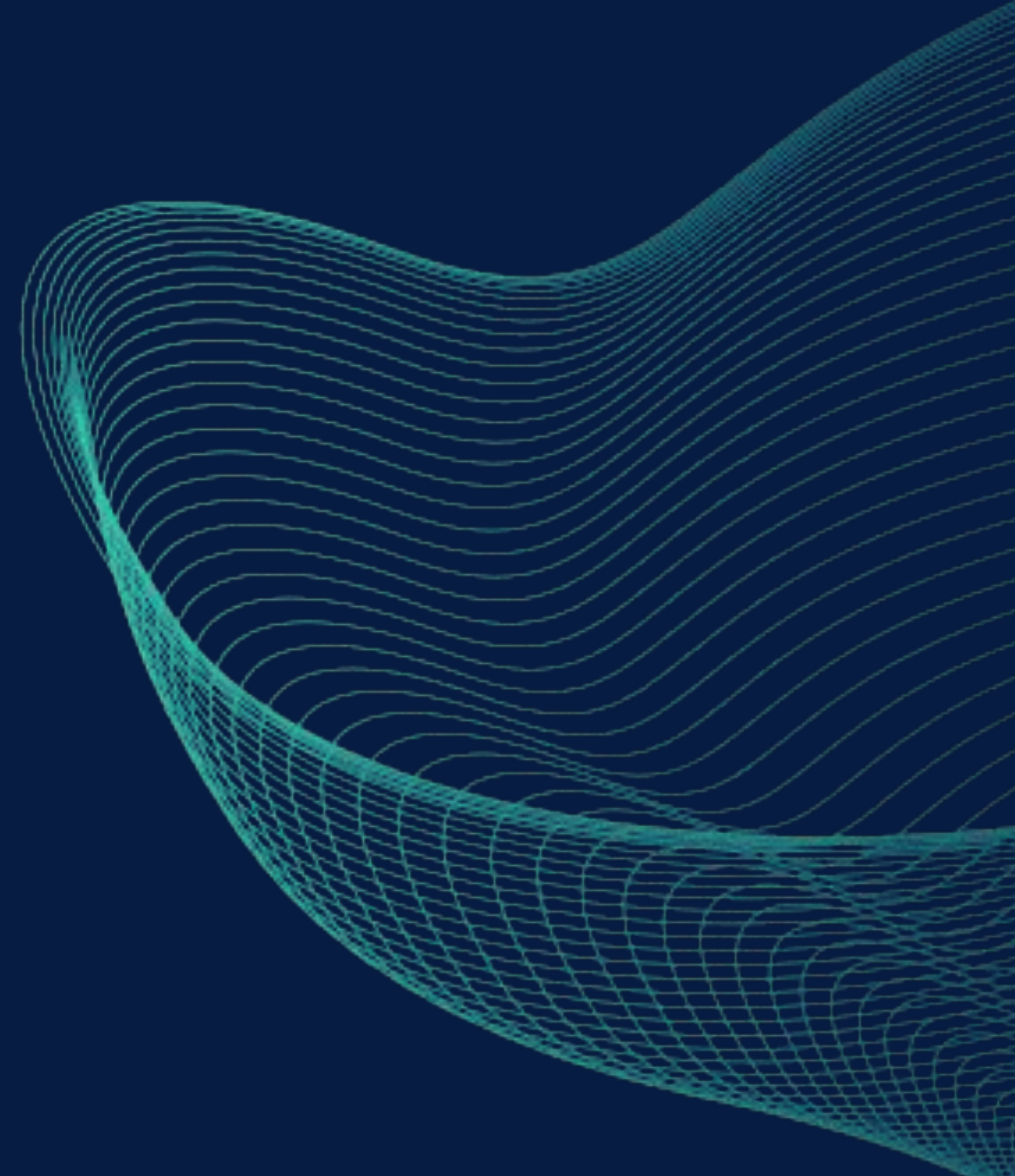
NON DUES-A-PALOOZA



C+K CONSULTANTS
All-in-One Marketing Partners

Event Promotion Video Campaign

Teri Carden, creator of Non Dues-a-Palooza, understood the power of video in event marketing. By co-creating videos with key stakeholders, she built a dynamic, high-impact promotional strategy that was simple, fast, and cost-effective.



Non Dues-a-Palooza

Event Promotion Video Campaign

Program Overview

The Non Dues-a-Palooza team understood the power of video in event marketing. Together, we built a dynamic, high-impact promotional strategy that was simple, fast, and cost-effective.

Objectives

- Enhance event promotion using video content
- Increase attendee engagement across multiple channels
- Streamline video creation for a small team

What We Did

Our multi-channel strategy included:

- Video co-creation with sponsors, speakers, and attendees
- Fast turnaround – 30+ videos produced in just 4 weeks
- Multi-platform distribution
 - Event website
 - Social media (Facebook & LinkedIn)
 - Email marketing (Association Briefings)
 - QR codes at event check-in

Results

The user-generated video strategy delivered exceptional engagement and long-term value for Non Dues-a-Palooza.

1

281% higher email click rates

Outperformed industry benchmarks

2

266% more engagement on social

Authentic video drove higher interactions

3

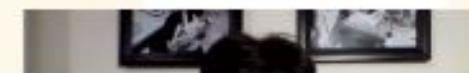
30+ videos created in 4 weeks

Cost-effective, scalable content strategy

NON DUES-A-PALOOZA

IN-PERSON EPIC REDO - ON DEMAND - PARTNER INFO - CONTACT

SEE WHY WHY EVERYONE WAS SO EXCITED FOR THE EPIC REDO LAST SEPTEMBER.



VIDEO BONUS MATERIAL INCLUDED AT END:
A HEARTFELT MESSAGE AND BLOOPERS

REGISTER NOW

WE HAD A BLAST!

In 2020, we had several virtual events, and we can't thank all the partners involved to put on the LIVE Virtual Event, the Virtual Bazaar, and the Cocktail Mixer. But the time has come for us to safely meet again, and we are

Schedule a Discovery Session

Let's do this!

Explore how we can support your goals.

Reach Out Anytime:



Chad Alger-Hardt, Co-Founder

chad@ck-consultants.com | 773-350-2959



Kaitlan Arndt, Co-Founder

kaitlan@ck-consultants.com | 312-465-3732

