

THREE DECADES  
**SERVING YOU**

Thank you for giving us the opportunity  
to serve your company



**Monthly** News & Updates



*July 2021*

## Drive Event Attendance With Video Brochures



Events resuming is fantastic news for all industries, but competition for attendance will be stiff as consumers and companies select which events are most worth their time. If you're hosting a conference, how can you be sure your event is everyone's 1st choice to RSVP?

If you mail a traditional print invitation, it's likely to end up in the recycling bins of your invitees without a second glance, they just don't deliver the "wow" factor you need to generate interest in your event. A [video mailer](#) is a different story! The tangible video marketing piece not only makes a significant impression, but allows you to curate the message you want to a memorable multi-sensory experience. Video mailers can also include event registration information, making the process simple and streamlined. MediaFast's [video brochures](#) are designed with your branding, and we'll even get them mailed for you utilizing our turnkey mail/fulfillment services.

Interested in learning more? Read the case study below about CSI Managed Service's use of a video mailer that drove an incredible 85% event registration at their conference.

**This Month's Case Study:**

MediaFast provided turnkey fulfillment and mailing services to CSI, a full service tech and IT security company, for a video mailer focused on an upcoming event they were hosting. This mailer included a PVC badge with a QR code that sent recipients to a page to register for the event. This same badge was used to obtain entrance at the show, and was personalized which eliminated the need for badge printing upon arrival to the event. This video mailer helped deliver 85% of CSI's event registration.



[READ MORE](#)

