

CONTENT CREATION SESSIONS

At Children's Hospitals Week 2020 in Orlando, FL, attendees will have the chance to create content that will be delivered during the week, and can be used throughout the year for campaigns, awareness, fundraising events, etc.

Who should create content?

Hospital Program Directors, local champions, partner incentive winners or other partner contacts at the local level, influencers, Dance Marathon leaders, Extra Life fundraisers, etc.

What content will you be able to create?

PHOTOGRAPHY

1. Portrait photography

Professional head shots, full length shots with several poses



View and download portrait photography samples [here](#):

2. Social media photography

Use props and accessories to create themed photography for use in social media and other campaign and partner related content. We will have a complete assortment of partner and campaign props, or bring your own.

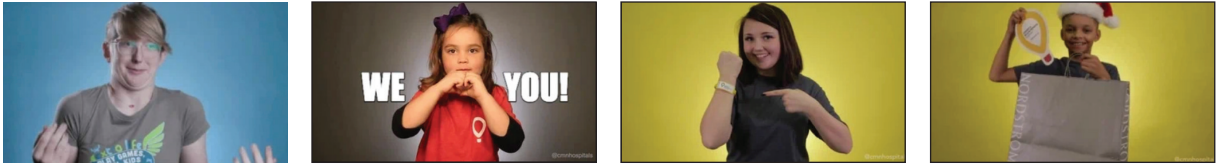


View and download social media photography samples [here](#):

VIDEO

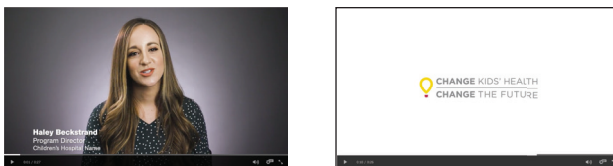
3. Gifs

Gifs are a unique way to get thematic and cause related content seen.



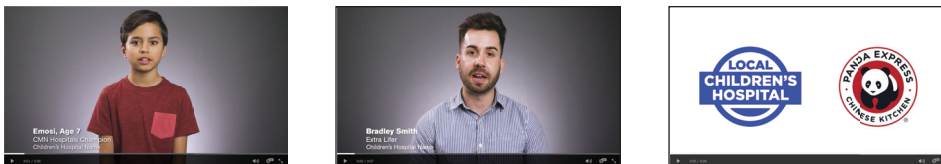
View and download gif samples [here](#):

4. Story based, “confessional” video stories, using hospital “b-roll” footage, co-branded with local hospital logo and titles.



View and download story based video samples [here](#):

5. Campaign/partner specific video scripts, using hospital “b-roll” footage, co-branded with local hospital logo/titles, and partner logo



View and download campaign/partner video samples [here](#):

6. Generic awareness “talking point” video scripts, using hospital “b-roll” footage, co-branded with local hospital logo and titles



View and download talking point video samples [here](#):

When attendees sign up to create content, scripts will be sent to choose from and customize. Attendees will be assigned a 30 minute time block to create all of your content. Times will be assigned on Tuesday or Wednesday (April 7 or 8). Allotted time may vary based on the type of content requested.