Media Plan Example

June 21-22, 2025
12:00p- 9:00p Saturday | 10:00a - 2p Sunday
This is a 2 day event

Antler Office
600 Congress, Austin, TX

Overview:

Goal: Capture the essence of the event to presell the next event. 100 people are coming to this one, and we want 100 people to come to the next one too!

Directions: Upload all deliverables to this Google Drive: (LINK HERE)
Further instructions on folder organization and naming convention in the drive.

Deliverables During the Event:
- shoot content for both days (Nellie)
- live social media posting (Annabel)

Deliverables After the Event:

- testimonial videos (Nellie)
- speaker video soundbites (Nellie)
- B roll + reels (Nellie) that Annabel adds voice over to

- 1 longform video (Annabel)
- 1st person POV social media clips (Annabel)
- 1 photo highlights post for LinkedIn (Jordan)

Success Metrics:
- Grow email list for next event
- Grow social media community for Organized AI

Shot List

Owner: Nellie

Use a variety of wide, tight and medium shots. The goal is to create a sense of where we are, what we're doing, what the energy is, and how life is better now that we've learned to vibe code.

Important: Make sure all speakers get live video and photos during their talk.

Saturday, June 21

Time	Scene	Description
12-12:15p	Downtown venue entrance	Guests arriving, capturing the excitement of going through the doors, pushing the elevator button, going up to the 14th floor
12:15-12:30p	4th floor entrance	Elevator opening up into the coworking space, people finding their seats
12:30-6p	Speaker presentations	Full body shots and some that include people they're speaking to POV 1: from the audience looking at the speaker POV 2: from just behind the speaker, looking out to the crowd
12:30-6p	Group coding sessions	Participants collaborating on their laptops
Breaks throughout day	Testimonials	In front of the Antler step and repeat banner, seated at the table with them, standing in the food line with them, during the networking hour POV: the speakers who are teaching the content POV: the volunteers who are helping with either managing the door or monitoring the Discord chat
	Networking moments	Participants chatting over breaks
	Event overview shots	Panoramic shots of the venue and the food buffet

	Action shots	Close up, intense focus, hands on keyboard, looking deeply at screen.

Sunday, June 22

Time	Scene	Description
10a-12p	1:1 mentorship support	Troubleshooting on laptop
12-1:30p	Judging the projects	Explaining how it works, the merits of the decisions
1:30-1:45	Prize awarded	POV 1: judge announcements POV 2: prize winner coming up
1:45-2:30	Good byes	Participants leaving, speakers laughing, BTS team celebrating (organizers + volunteers)

B Roll Checklist

Owner: Nellie

- City views from 6th & Congress
- Black-and-gold Scarborough building signage
- Walking into elevator, lobby buzz
- Zoom-ins on laptop code, coffee cups, snacks
- Laughs, crowd noise
- Candid shots of speakers prepping
- Golden hour lighting shots

Creative References

These are samples of what we want to produce with the shots above:

Long form explainer video (Produced by Nellie)
https://www.youtube.com/watch?v=6S_agC4kkbs
https://www.youtube.com/watch?v=bhRYAvD28KU

Short promo video (Produced by Nellie)
https://www.youtube.com/watch?v=iSGd0KImsaw

POV video for Jordan hosting the hackathon (Produced by Annabel)
https://www.youtube.com/watch?v=-Y5dbh1k8dk

Jordaaan old IG videos for brand vibe: (produced by Jordan)
https://www.instagram.com/p/CvQU6bZp08E/
https://www.instagram.com/p/DCmhbosp_8T/
https://www.instagram.com/p/DCWjz4CiFjk/

Testimonial Questions

Owners: Annabel to ask the questions, Nellie to film

1. Is this your first hackathon?
2. What inspired you to join?
3. Is there something you can do now that you couldn't do before?
4. What's one key takeaway you've learned here that you'll carry forward?
5. What would you say to someone who's thinking about registering for the next one?