

Events Marketing

Prompting guide for events marketing using Chirpy: captions, images, designs, image editing, AI video and video editing.

chirpy.me · Social Media Operating System

Introduction

Events run on deadlines. A restaurant can post the same dish photo next month, but an event marketer cannot re-run last Saturday. Every piece of event content has a job to do inside a fixed window: announce, sell tickets, build anticipation, inform attendees, cover the day itself, and then turn the memory into momentum for the next edition. That is why event prompts need to be more precise about facts than almost any other kind of prompt.

Instead of asking Chirpy to:

"Write a post about our event."

Tell Chirpy:

- Which event and which edition the content is for
- What stage of the campaign it serves (announcement, early bird, final push, live coverage, recap)
- Who you want to reach (past attendees, new audiences, sponsors, media)
- The exact verified facts: date, time, venue, ticket prices, speaker or performer names
- Where the content will be published
- What tone the event uses
- What action the reader should take (register, buy, save the date, share)
- Any restrictions, such as sponsor requirements or wording that must appear exactly

Chirpy's BrandKit stores your persistent event brand information: the event name, brand voice, logo, colours, fonts, target audience, ticket types or programmes, venue locations, standard calls to action and brand rules. Set up a BrandKit for each recurring event you run, and keep it updated between editions. Your prompt should then focus on the specific campaign moment: this year's dates, this wave of speakers, this ticket deadline.

Two rules sit above everything else. First, never let Chirpy invent a date, time, ticket price, venue, speaker name or schedule detail. Paste the verified facts into the prompt and instruct Chirpy to use them exactly; a wrong start time strands people outside a locked venue. Second, respect permissions. Sponsor logos may only appear as sponsorship agreements allow, and speaker or performer photos and likenesses may only be used with their permission.

1. Post Captions and Written Content

What to include in a caption prompt

A strong events caption prompt should include:

Event name + campaign stage + platform + audience + verified event facts + key selling point + tone + objective + call to action

Reusable formula

Create a **[content type]** for **[platform]** promoting **[event name and edition]** .
This is the [campaign stage, such as announcement, early bird, final week or recap] phase.
The target audience is **[audience]** .
Use these verified details exactly: **[date, time, venue, ticket prices, speaker or performer names]** .
Focus on **[main angle or benefit of attending]** .
Use a **[tone]** tone.
The goal is to **[objective]** .
End with a call to action asking readers to **[action]** .
Keep it **[length or format requirements]** .

WEAK PROMPT

Write a post about our festival.

IMPROVED PROMPT

Create an Instagram caption announcing the fourth annual Copperline Food & Wine Festival, taking place Saturday 14 and Sunday 15 March at Fenwick Riverside Park. The target audience is food-loving locals aged 25 to 55 within an hour's drive. Use these verified details exactly: gates open 11am both days, weekend passes are \$95 and single-day tickets are \$55, and this year features 40 regional wineries and 25 food stalls. Focus on the return of the riverside tasting pavilion. Use a warm, celebratory tone. The goal is early ticket sales. End with "Tickets are live now, link in bio." Keep it under 150 words with five local hashtags.

Ready-to-use caption prompts

Event announcement

Create an announcement caption for **[platform]** revealing that **[event name]** is returning on **[exact date]** at **[venue]** . The audience is **[past attendees and target newcomers]** . Use only these confirmed details: **[dates, venue, on-sale date, headline attraction]** . Build excitement around **[key theme or change this year]** without promising anything not yet confirmed. Use an energetic but credible tone. End by asking readers to [save the date, join the waitlist or set a reminder for the on-sale time].

Tickets on sale

Write a ticket-launch post for **[platform]** announcing that tickets for **[event name]** are now on sale. Include these exact prices and ticket types: **[ticket names, prices and what each includes]**. Include the event date **[date]**, venue **[venue]** and the booking link instruction **[where to buy]**. Do not alter, round or summarise any price. The audience is **[audience]**. Create genuine urgency by stating what happens next: **[price increase date or limited allocation, only if true]**. End with "**[exact CTA]**".

Early-bird deadline

Create a countdown-style caption reminding followers that early-bird pricing for **[event name]** ends on **[exact deadline date and time, with time zone]**. State the early-bird price **[price]** and the standard price it rises to **[price]**, exactly as supplied. Mention **[one or two confirmed highlights]** as reasons not to wait. Use urgency without pressure tactics or invented scarcity. End with a clear instruction to **[buy before the deadline]**.

Speaker or performer announcement

Write an announcement caption introducing **[speaker or performer name]**, confirmed for **[event name]** on **[date]**. Use only this approved biography and description: "**[supplied bio text]**". Do not add credentials, achievements or claims that are not in the supplied text. State what they will present or perform: **[session or set title, exactly as supplied]**. Note that their photo will be attached separately with their permission. End by inviting readers to **[see the full line-up or register]**.

Full line-up or agenda reveal

Create a caption for **[platform]** revealing the full **[line-up or agenda]** for **[event name]**. List these names and session titles exactly as supplied, in this order: **[paste the confirmed list]**. Do not reorder, abbreviate or embellish any name or title. The audience is **[audience]**. Frame the reveal around **[the strongest theme across the programme]**. End with "**[exact CTA]**" and note where the detailed schedule can be found.

Sponsor thank-you post

Write a post thanking **[sponsor name]** for supporting **[event name]** as **[exact sponsorship tier, such as Gold Partner]**. Use only this approved description of the sponsor: "**[supplied sponsor blurb]**". Follow the sponsorship agreement wording exactly and tag the sponsor as instructed: **[tagging instruction]**. Keep the tone appreciative and professional without sounding like an advertisement for the sponsor's products. End by connecting the sponsor's support to what attendees will experience.

Live coverage post

Write a short live post for **[platform]** to publish during **[event name]** right now. The moment being covered is [what is happening, such as the opening keynote or the headline tasting session]. Mention **[speaker, performer or activity name]** exactly as supplied. Keep it under 50 words, present tense, energetic and personal, as if the reader is missing out by not being here. End by pointing to **[Stories, the hashtag or the next session]**.

Event recap post

Create a recap caption for **[platform]** published **[timeframe]** after **[event name]**. Use only these verified facts and figures: [attendance figure, number of sessions, funds raised or other confirmed outcomes]. Do not estimate, inflate or invent any number. Thank attendees, **[speakers or performers]**, volunteers and sponsors as supplied: **[names and tiers]**. Capture the emotional highlight: **[moment]**. End by asking readers to [share their photos, join the mailing list or register interest for the next edition].

Attendee testimonial post

Turn the following attendee feedback into a polished caption for **[platform]**: "**[insert testimonial exactly as given]**." Preserve the attendee's meaning and words; do not add praise, outcomes or details they did not state. Attribute it as **[first name and description, with their permission]**. Add a short introduction and end with a call to action for **[next edition tickets or the interest list]**.

Next-edition interest post

Write a post for **[platform]** aimed at people who attended or missed **[event name this year]**. Announce that [next edition name and confirmed date, or "dates to be announced" if not confirmed]. Do not state or hint at any date, venue or price that is not confirmed. Invite readers to join the pre-sale list to get **[confirmed benefit, such as first access to tickets]**. Use a warm, forward-looking tone. End with "**[exact CTA]**".

EVENTS MARKETING WRITING TIPS

- Paste dates, times, prices, venue details and names into every prompt and instruct Chirpy to use them exactly. Never let these be generated.
- Always state the time zone for online events and ticket deadlines.
- Write for the campaign stage. An announcement builds curiosity, a final call removes hesitation, a recap builds the next edition.
- Only claim urgency that is real. Invented "selling fast" claims destroy trust with the exact audience you need to return next year.
- Get written approval for speaker bios, sponsor mentions and testimonial quotes before they go into a prompt.
- Keep a single verified fact sheet per event edition and copy from it, rather than retyping details from memory.
- After the event, keep publishing. Recaps, testimonials and photo drops sell next year's tickets at the cheapest cost you will ever get.

2. Image Generation

What to include in an image prompt

A strong events image prompt should include:

Subject + event type + setting + atmosphere + composition + visual style + lighting + camera angle + mood + negative space + aspect ratio + exclusions

Reusable formula

Create a **[type of image]** showing **[subject]** at **[event setting]** .

Use a **[visual style]** style with **[lighting]** .

Show the scene from **[camera angle or perspective]** .

The image should feel **[mood or emotion]** .

Include **[important visual details]** .

Leave clear space in **[location]** for **[event name, date or offer text]** .

Format it as **[aspect ratio]** .

Do not include **[unwanted elements]** , and do not depict crowd sizes or venue scale beyond what the real event delivers.

WEAK PROMPT

Make an image of a big festival crowd.

IMPROVED PROMPT

Create a photorealistic image for the Copperline Food & Wine Festival campaign showing a wooden tasting table at golden hour in a riverside park, with two glasses of white wine, a shared grazing board and string lights beginning to glow in the background. A modest, relaxed crowd of festivalgoers should be softly blurred behind the table, consistent with a boutique two-day festival rather than a stadium event. Use warm editorial food-photography styling, shot slightly above table level with shallow depth of field. The mood should feel unhurried and convivial. Leave negative space in the top third for the festival name and dates. Format it as 4:5. Do not include real brand logos, readable generated text or exaggerated crowd density.

Ready-to-use image prompts

Announcement hero image

Create a photorealistic hero image for the announcement of **[event name]**, showing [signature subject, such as a tasting table, a lit stage or a conference hall in preparation] in **[setting]**. Use **[visual style]** with **[lighting]** and shoot from **[angle]**. The mood should feel anticipatory and true to a **[event scale, such as boutique, mid-size or arena]** event. Leave negative space at the **[position]** for the event name and date overlay. Format it as **[aspect ratio]**. Do not include real logos, generated text or a crowd larger than the event realistically draws.

Ticket sales campaign image

Create a campaign image for **[event name]** built around the feeling of [core experience, such as discovering a new wine, a breakthrough conference conversation or front-row energy]. Show **[subject and setting]** in a **[visual style]** style with **[lighting]**. Keep the composition simple with one focal point so ticket pricing text can be added afterwards in the **[position]**. Format it as **[aspect ratio]**. Do not generate any price, date or venue text inside the image.

Speaker announcement background

Create a clean, professional background image for a speaker announcement card for **[event name]**. Show [setting, such as a softly lit conference stage or abstract branded texture] with tones that complement my BrandKit colours. Leave the **[left or right]** half completely clear, where the speaker's approved photograph will be placed separately with their permission. Do not generate any human face to represent the speaker. Format it as 1:1 with a 9:16 Story variant.

Atmosphere and anticipation image

Create an atmospheric image capturing the moments before **[event name]** begins: [subject, such as empty seats under stage lighting, a festival gate at dawn or lanyards laid out on a welcome desk]. Use **[lighting]** and a cinematic, editorial style. The mood should feel like held breath before something good. Leave space at the **[position]** for a countdown number overlay. Format it as 9:16 for Stories. Do not include identifiable faces or third-party logos.

Venue-inspired image

Create a photorealistic image inspired by our venue type, [venue type, such as a riverside park, a heritage theatre or a modern convention centre], styled for the [event name] campaign. Keep the space's apparent size consistent with the real venue capacity of [capacity range] ; do not make the space appear larger or grander than it is. Use [lighting and style] . This is campaign imagery, not a photograph of the actual venue, and will be labelled accordingly. Format it as 16:9.

Early-bird campaign visual

Create a bright, optimistic image for the early-bird ticket campaign for [event name] . Show [subject, such as a hand holding a ticket or wristband, or friends making plans over coffee] with [lighting] in a [visual style] style. The mood should feel like a smart decision made early. Leave the [position] clear for the early-bird deadline text to be added exactly. Format it as 4:5. Do not generate any readable price or date inside the image.

Sponsor-friendly banner background

Create a clean, wide banner background for [event name] partnership materials, using [texture, gradient or abstract direction] in tones that complement my BrandKit. Keep the lower third visually quiet, where approved sponsor logos will be placed afterwards according to each sponsorship agreement. Do not generate any logos, badges or fake brand marks. Format it as 16:9 for LinkedIn and web headers.

B2B conference networking image

Create a photorealistic editorial image for the Meridian CX Summit showing two professionals in genuine conversation beside a coffee station at a modern conference venue, name badges visible but unreadable. Use natural daylight from large windows, a candid documentary style and a warm, productive mood. The background crowd should be light and believable for a 600-person summit, not a packed expo hall. Leave negative space at the top for a headline. Format it as 1.91:1 for LinkedIn. Do not include readable text or real company logos.

Recap mood image

Create an evocative end-of-event image for the [event name] recap campaign: [subject, such as confetti on an empty stage, stacked chairs under warm light or sunset over the emptying festival grounds]. Use [lighting] and a nostalgic, satisfied mood. Leave space for a thank-you headline at the [position] . Format it as 4:5. This is illustrative campaign imagery and must not be presented as a photograph from the event itself.

EVENTS IMAGE-GENERATION TIPS

- Never generate imagery that misrepresents past attendance or venue scale. A generated image implying ten thousand people at a five-hundred-person event is a false claim, not creative licence.
- Use real photography from your own event for anything presented as evidence of the experience; use generated imagery for mood, themes and campaign concepts, and label it where needed.
- Never generate a face to represent a real speaker or performer. Use their approved photograph, supplied with permission, placed into a generated background.
- Never generate sponsor logos or fake brand marks. Sponsor logos are placed afterwards, exactly as each agreement specifies.
- Leave negative space deliberately so exact dates, prices and event names can be added as controlled text overlays.
- Describe the honest scale of your event in the prompt, such as "boutique festival" or "600-person summit," so the imagery matches reality.

3. Posters, Carousels and Infographics

What to include in a design prompt

A strong events design prompt should include:

Design format + campaign stage + platform + exact required text + slide count and sequence + information hierarchy + visual style + BrandKit reference + call to action

Reusable carousel formula

Create a **[number]** -slide carousel for **[platform]** about **[event name and topic]** .

The target audience is **[audience]** .

Slide 1: **[hook, under 12 words]** .

Slides 2 to **[number]** : **[content sequence, one idea per slide]** .

The final slide should include the call to action "**[exact CTA]** " and the verified details **[date, venue, ticket instruction]** .

Use **[visual style]** with my BrandKit colours, fonts and logo.

Keep each slide under **[word limit]** words and readable on a phone.

Format every slide as **[aspect ratio]** .

WEAK PROMPT

Make a poster for the conference.

IMPROVED PROMPT

Create an announcement poster for the Meridian CX Summit using the supplied venue photograph as the background. Include this text exactly: headline "Meridian CX Summit 2026," date line "Thursday 4 June, 9am to 5:30pm," venue line "Harbourview Convention Centre, Hall 2," and the call to action "Early-bird tickets \$349 until 28 February, register at meridiansummit.com." Do not alter any date, time, price or spelling. Use my BrandKit's navy and copper palette with bold modern typography and a clear hierarchy: event name largest, date second, CTA third. Keep all text readable on mobile and format it as 4:5, with a 9:16 Story version.

Ready-to-use design prompts

Save-the-date poster

Create a save-the-date design for **[event name]**. Include this text exactly: "**[event name]**," "**[day and date]**," "**[venue or city]**" and "**[instruction, such as tickets on sale from a specific date]**." Nothing else. Use a striking, minimal layout with my BrandKit identity, making the date the second most prominent element after the event name. Create a 4:5 feed version and a 9:16 Story version.

Ticket tier comparison graphic

Create a comparison graphic presenting the ticket options for **[event name]** side by side. Use only this supplied information for tier names, prices and inclusions: **[exact tier details]**. Do not add, remove, reorder or reword any inclusion, and do not invent perks. Highlight the **[tier name]** tier only if I confirm it. Keep the layout scannable in under ten seconds on a phone. Include the deadline line "**[exact deadline text]**" at the bottom. Format as 4:5.

Speaker or performer card set

Create a set of **[number]** matching announcement cards for **[event name]**, one per person. Each card uses the supplied, permission-cleared photograph of the person, with this exact text: their name "**[name]**," their title or act description "**[exact supplied wording]**" and their session or set "**[exact title]**." Do not generate faces, alter the supplied photographs or embellish any credential. Use a consistent BrandKit layout across the set so they work as a series. Format each as 1:1 with a 9:16 Story variant.

Full schedule infographic

Create a schedule infographic for **[event name]** using only this confirmed programme: [paste full schedule with times, session names, stages or rooms, and names]. Reproduce every time, title and name exactly; do not compress, reorder or paraphrase. Organise by **[time blocks, stages or tracks]** with a clear visual hierarchy and strong readability at phone size. Include the note "**[exact disclaimer, such as programme subject to change]**." Format as 4:5 for feed and a taller version for the event website.

Countdown post series

Create a set of **[number]** matching countdown designs for **[event name]**, one for each milestone: **[list, such as 30 days, 14 days, 7 days, 3 days, tomorrow]**. Each design features the countdown number as the hero element, the exact event details "**[date, venue]**" and the CTA "**[exact CTA]**". Vary the background across the set using **[imagery or texture direction]** while keeping the layout identical. Format each as 9:16 for Stories with a 4:5 feed variant.

Early-bird offer poster

Create an early-bird promotion poster for **[event name]**. Include this text exactly: headline "**[exact headline]**", price line "**[early-bird price]** until **[exact deadline date and time]**", standard price line "**[standard price]** thereafter," and CTA "**[exact CTA]**". Do not modify any figure or date. Make the deadline impossible to miss. Use my BrandKit and format as 4:5 with a 9:16 Story version.

Sponsor announcement graphic

Create a partnership announcement graphic welcoming **[sponsor name]** as **[exact sponsorship tier]** of **[event name]**. Use the sponsor's supplied logo file exactly as provided, following these placement rules from the agreement: **[logo placement, size and clear-space rules]**. Do not redraw, recolour or generate any version of their logo. Include this approved text exactly: "**[agreed announcement wording]**". Use my BrandKit for everything else. Format as 1:1 and 16:9 for LinkedIn.

Attendee information carousel

Create a six-slide "Know Before You Go" carousel for **[event name]** attendees. Slide 1: title and event date "**[exact date]**". Slide 2: arrival and entry details "**[exact details]**". Slide 3: venue map or layout description "**[supplied details]**". Slide 4: what to bring and what is not permitted "**[exact list]**". Slide 5: food, drink and accessibility information "**[exact details]**". Slide 6: contact and help information "**[exact details]**" with the line "**[exact closing line]**". Reproduce every detail exactly and invent nothing. Keep slides under 30 words each. Format as 4:5.

Recap numbers infographic

Create a recap infographic for **[event name]** presenting only these verified figures: [attendance, sessions, speakers or acts, funds raised, editions to date, with sources]. Do not round up, estimate or add any figure, and do not imply larger attendance than the real number. Pair each figure with a short label supplied here: **[labels]**. Include one thank-you line "**[exact text]**" and the next-edition line "**[exact text or omit if unconfirmed]**". Use a celebratory but clean data style with my BrandKit. Format as 4:5.

EVENTS DESIGN TIPS

- Dates, times, prices and names go into design prompts as exact text in quotation marks, and Chirpy must be told to reproduce them verbatim.
- The date and the CTA are the two elements a design cannot survive without. Give them visual priority.
- Sponsor logos are contractual assets. Use supplied files, follow the agreement's size and placement rules, and never let a logo be generated or redrawn.
- Speaker cards use approved photographs only, supplied with permission, and bios exactly as approved.
- One message per slide, one deadline per poster. Split crowded designs rather than shrinking the text.
- Recap graphics may only carry real numbers. An inflated attendance figure in a sponsor deck is a claim you will be held to.
- Add "programme subject to change" style disclaimers exactly as your terms require.

4. Image Editing

What to include in an editing prompt

A strong events editing prompt should identify:

What to preserve + what to change + where the change happens + how it must match the original + what must not be altered + what would misrepresent the event

Reusable formula

Edit the supplied event image while preserving **[protected elements]** .

Change **[specific item]** by **[requested modification]** .

The change should appear in **[location]** .

Match the original image's lighting, perspective, textures and shadows.

Keep the result photorealistic and true to the real event.

Do not alter **[elements that must remain unchanged]** , and do not change the apparent crowd size, venue scale or any sponsor or stage signage.

WEAK PROMPT

Make this event photo look more packed.

IMPROVED PROMPT

Edit the supplied photo from last year's Copperline Food & Wine Festival tasting pavilion. Preserve the pavilion structure, string lights, stallholders, signage and every visible attendee exactly as photographed. Remove the two rubbish bags beside the left-hand stall and the traffic cone in the foreground, reconstructing the grass naturally. Brighten the overall exposure slightly and warm the white balance to match the golden-hour feel of the rest of the campaign set. Do not add, duplicate or remove any people, and do not alter the crowd density, the stall signage or the sponsor banner in the background.

Ready-to-use image-editing prompts

Clean up venue photo

Edit the supplied photo of **[venue or event area]**. Preserve the space's real layout, dimensions, signage and all permanent fixtures exactly. Remove [specific temporary clutter, such as cables, cases, bins or pallets], reconstructing hidden surfaces naturally. Keep the result photorealistic and honest to the real venue. Do not enlarge the space, raise the ceiling or otherwise change its apparent scale.

Crowd privacy edit

Edit the supplied event photograph to protect attendee privacy. Preserve the atmosphere, staging and overall crowd exactly as photographed. Blur or de-emphasise the faces of [specific individuals or all clearly identifiable attendees who have not consented], keeping the treatment subtle and natural. Do not remove people, change the crowd size or alter what is happening in the scene.

Add campaign text space

Extend the supplied event photograph into a **[aspect ratio]** composition for campaign use. Preserve the original photo's content, crowd and composition without distortion. Naturally extend the **[sky, wall or background area]** to create clean space at the **[position]** for the event name and date overlay. Do not crop out people, stage elements or sponsor signage, and do not duplicate any part of the crowd while extending.

Lighting and colour grade

Grade the supplied set of event photos for a consistent campaign look. Correct exposure and white balance across the set, then apply a **[warm, cinematic, vibrant or clean]** grade matching my BrandKit direction. Preserve accurate skin tones, the venue's real colours and all signage legibility. Do not apply effects that change how large, full or premium the event appears compared with reality.

Remove distracting object

Remove the [object, such as a parked forklift, an exit sign cable or a stray chair] from the supplied event image. Reconstruct the background naturally. Preserve everyone in frame, the staging, the signage and the overall scene exactly. Do not use the removal to hide anything attendees would reasonably expect to know about the venue or event.

Update poster for new edition

Edit the supplied poster from a previous edition of [event name] . Preserve the layout, brand elements and visual style exactly. Replace the old date text with " [exact new date] ," the old venue line with " [exact new venue] " and the old price with " [exact new price] ," matching the original typography precisely. Do not alter logos, artwork or any other text, and flag anything you cannot replace cleanly rather than approximating it.

Sponsor logo placement

Edit the supplied campaign image by placing the sponsor's supplied logo file in the [position] at [size guidance] , following these agreement rules: [clear space, background and sizing rules] . Preserve the photograph and all existing elements exactly. Do not redraw, recolour, stretch or generate any part of the logo, and do not place it over faces or key subjects.

Speaker photo background swap

Edit the supplied, permission-cleared photograph of [speaker or performer name] . Preserve their face, hair, expression, body and clothing exactly, with no retouching beyond basic exposure correction. Replace the background with [approved backdrop, such as a BrandKit gradient or the announcement-card background]. Match the lighting direction and edge detail so the cutout looks natural. Do not alter their appearance in any way.

EVENTS IMAGE-EDITING TIPS

- Never edit crowd size, and never duplicate, add or remove attendees to change how well-attended an event appears. This is the single brightest line in events editing.
- Never change the apparent scale of a venue. Buyers of next year's tickets are entitled to an honest picture of what they are buying.
- Cleaning up temporary clutter is fine; hiding permanent venue limitations is not.
- Treat attendee faces carefully. Blur or avoid identifiable people who have not consented, especially children.
- Speaker and performer photos are used as supplied and approved. Background swaps are acceptable; changing how a person looks is not.
- When updating old posters for a new edition, replace only the facts, match the typography, and proofread the new date twice.

5. AI Video Generation

What to include in a video-generation prompt

A strong events video prompt should include:

Objective + campaign stage + platform + duration + aspect ratio + opening hook + scene sequence + subject and camera movement + visual style + lighting + pacing + music + voice-over + text handling + final frame + call to action + exclusions

Reusable formula

Create a **[duration]** **[aspect ratio]** video for **[platform]** promoting **[event name]** at the **[campaign stage]** stage.

Scene 1: **[opening hook visual]** .

Scene 2: **[next visual]** .

Scene 3: **[next visual]** .

End with **[final frame]** , leaving clear space for " **[exact event name, date and CTA]** " as text overlays.

Use **[camera movement]** , a **[visual style]** style and **[pacing]** .

Include **[music direction]** and **[voice-over instruction]** .

Keep the depicted scale consistent with the real event.

Do not include **[unwanted elements]** , generated readable text, real logos or crowds larger than the event genuinely draws.

WEAK PROMPT

Make a hype video for our summit.

IMPROVED PROMPT

Create a 15-second 9:16 teaser video for the Meridian CX Summit announcement. Scene 1: a slow push-in on an empty modern conference stage as the lights snap on, one by one. Scene 2: quick, warm cuts of conference life at believable mid-size-summit density: a badge being clipped on, two people laughing mid-conversation over coffee, a hand taking rapid notes. Scene 3: a rising crane-style shot over the seated audience toward the lit stage. End on a dark frame with clear space for the text overlays "Meridian CX Summit," the date and "Early-bird tickets now open." Use confident, building pacing with a percussive electronic track and no voice-over. Do not generate readable text, real logos, recognisable faces of real people, or an arena-scale crowd; the summit hosts around 600 people.

Ready-to-use video-generation prompts

Event announcement teaser

Create a **[duration]** **[aspect ratio]** teaser announcing **[event name]**. Scene 1: an intriguing detail of **[signature element]** without revealing everything. Scene 2: **[build-up visual]**. Scene 3: the reveal of **[the event world at its honest scale]**. End with a clean frame and space for the exact overlays "**[event name]**," "**[date]**" and "**[CTA]**." Use **[style, movement and music direction]**. Do not generate readable text or crowds beyond the event's real capacity.

Ticket sales advertisement

Create a **[duration]** 9:16 advertisement for **[platform]** driving ticket sales for **[event name]**. Scene 1: a hook showing **[the single most desirable moment of the experience]**. Scene 2: two or three quick scenes of **[confirmed experiences attendees will actually get]**. Scene 3: a closing shot that slows down and lands. Leave space for the exact price, deadline and CTA overlays; do not generate any of them as footage text. Use **[pacing and music]**. Show nothing the real event does not offer.

Countdown video series

Create **[number]** short **[duration]** 9:16 countdown videos for **[event name]**, one per milestone: **[list]**. Each opens with a bold visual moment from **[theme pool, such as festival preparation or summit staging]**, builds for a few seconds, and ends on a stable frame with clear space for the countdown number, event date and CTA overlays. Keep a consistent style across the set: **[style, music direction]**. Do not generate numeric text within the footage.

Speaker or line-up hype video

Create a **[duration]** **[aspect ratio]** video building excitement for the **[event name]** line-up. Use abstract and environmental scenes only: [stage lights, silhouettes from behind, instruments, lecterns, screens glowing]. Do not generate faces or likenesses to represent the real speakers or performers; their approved photographs and names will be added afterwards as overlays with permission. Structure: **[scene sequence]**. End with space for the line-up names and "**[exact CTA]**." Use **[music direction]**.

Early-bird urgency video

Create a **[duration]** 9:16 video for the final **[timeframe]** of early-bird pricing for **[event name]**. Scene 1: a clock, calendar page or closing gate motif, stylised rather than literal. Scene 2: fast warm flashes of **[confirmed event experiences]**. Scene 3: a hard stop on a clean frame with space for the exact deadline, price and CTA overlays. Use urgent but premium pacing and **[music direction]**. Do not generate any readable date or price in the footage.

Venue journey video

Create a **[duration]** **[aspect ratio]** video conveying the arrival experience at **[event name]** : [scene sequence, such as the walk from the gates, wristband on, first view of the grounds or hall]. Keep the venue's apparent size and crowd density consistent with the real venue capacity of **[capacity]** . Use **[style, lighting, movement]** . End with space for the venue name, date and CTA overlays. This is illustrative campaign footage and will be labelled as such, not presented as footage of the actual venue.

Attendee information explainer

Create a **[duration]** animated 9:16 explainer for **[event name]** attendees covering **[number]** essentials: **[arrival, entry, what to bring, where to get help]** . Use clean, friendly motion graphics in my BrandKit tones with simple icons and generous pacing. Leave clear space in each scene for the exact instructions to be overlaid as text afterwards; do not generate instructional text within the animation. Use light, calm background music.

Sponsor pitch video

Create a **[duration]** 16:9 video for the **[event name]** sponsorship deck, visualising the partnership opportunity: [scene sequence, such as branded spaces at honest scale, engaged attendees, a stage moment]. Include no real logos and no generated stand-ins for sponsor brands; leave clean branded-space surfaces where approved partner logos can be composited later under each agreement. Keep depicted attendance consistent with our verified numbers. Use a polished, confident corporate style. End with space for " **[exact positioning line]** ."

EVENTS VIDEO-GENERATION TIPS

- Brief like a director: hook, scenes, movement, pacing, end frame. Event video lives or dies on its first two seconds.
- Keep every date, time, price, venue name and CTA out of the generated footage. These are added afterwards as exact text overlays where spelling is controlled.
- State the honest scale of your event in the prompt. Generated footage implying a bigger crowd or grander venue than reality is misrepresentation, not marketing.
- Never generate a real speaker's or performer's likeness. Environments, silhouettes and abstractions build hype without borrowing anyone's face.
- Label generated campaign footage internally, and never pass it off as recorded footage from a past edition.
- Generate platform-native: 9:16 for Reels, TikTok and Stories, 4:5 or 1:1 for feeds, 16:9 for YouTube, LinkedIn and sponsor decks.
- Create one master concept per campaign, then request duration and format variants.

6. Video Editing

What to include in a video-editing prompt

A strong events video-editing prompt should include:

Source footage + target duration + platform + clips to keep + clips to remove + sequence + pacing + captions + music + branding + consent handling + call to action + export formats

Reusable formula

Edit the supplied **[event name]** footage into a **[duration]** video for **[platform]** .
Open with **[strongest hook moment]** .
Keep **[important footage]** .
Remove [unwanted footage, including clips where non-consenting attendees are identifiable].
Arrange the clips in this order: **[sequence]** .
Use **[pacing and transition style]** .
Add **[captions, music, logo or overlays]** , using only supplied names and details, exactly as written.
End with " **[exact CTA]** ."
Export as **[aspect ratio and versions needed]** .

WEAK PROMPT

Cut the festival footage into something exciting.

IMPROVED PROMPT

Edit the supplied footage from this year's Copperline Food & Wine Festival into a 45-second recap Reel. Open with the crowd cheering as the Saturday headline chef finished the live fire demonstration. Keep the drone pass over the riverside pavilion, the winemaker pouring at golden hour, children dancing near the acoustic stage, and the Sunday sunset toast. Remove shaky clips, empty-ground shots from before gates opened, and any clip where attendees who declined filming are clearly identifiable. Use warm colour grading and unhurried cuts that speed up gently toward the end. Add the folk track supplied, licensed for social use. Caption performers and chefs using only the supplied name list, spelled exactly. End with "Thank you, Copperline. See you next March. Join the pre-sale list, link in bio." Export in 9:16 with a 1:1 feed version.

Ready-to-use video-editing prompts

Official aftermovie or recap

Edit the supplied **[event name]** footage into a **[duration]** recap video for **[platform]** .
Structure: arrival energy, **[three or four key confirmed moments]** , crowd and atmosphere, and a closing emotional beat. Use only real footage; do not composite, duplicate or loop crowd shots in ways that exaggerate attendance. Add **[music direction]** and captions naming people only from the supplied list, spelled exactly. End with " **[exact next-edition CTA]** ." Export in 9:16 and 16:9.

Event trailer from past footage

Edit the supplied footage from previous editions of **[event name]** into a **[duration]** trailer selling **[next edition and confirmed date]**. Choose the most compelling true moments. Add the label "**[exact wording, such as footage from the 2025 edition]**" so viewers know when the footage was shot. Leave clear space for the new edition's exact date, venue and ticket overlays: **[supplied text]**. Do not include past sponsors' branding unless listed here as cleared: **[cleared list]**. Export in 9:16 and 4:5.

Speaker session to short clips

Review the supplied recording of **[speaker name]**'s session at **[event name]** and create **[number]** vertical clips of **[duration]** each. Choose moments that each make one complete point; do not cut sentences in ways that change the speaker's meaning or splice words into statements they did not make. Add accurate burned-in captions, the speaker's name and title exactly as supplied, and the end card "**[exact CTA]**." Confirm the speaker's content-use permission is on file before publishing. Export in 9:16 with a one-line description of each clip for approval.

Live same-day highlights

Edit the supplied footage from today at **[event name]** into a **[duration]** same-day highlight for Stories and Reels. Prioritise energy over polish: the best **[number]** moments, fast cuts, minimal grading. Remove any clip where non-consenting attendees are prominent. Add short captions for context using only supplied names and session titles. End with "[exact CTA for tonight or tomorrow, such as day-two tickets or the evening session]." Export in 9:16 as quickly as possible.

Attendee testimonial video

Edit the supplied attendee interview footage into a **[duration]** testimonial video. Preserve each attendee's exact words and natural tone; remove pauses and repetition only. Do not rearrange answers to imply statements they did not make. Open with the strongest genuine sentence. Add accurate captions and gentle b-roll from the supplied event footage where it matches what is said. Confirm each attendee's release form is on file. End with "**[exact CTA]**." Export in 9:16 and 1:1.

Sponsor deliverable edit

Edit the supplied event footage into a **[duration]** highlight video for **[sponsor name]** as required by their **[tier]** agreement. Include the contracted elements exactly: [logo placement, activation footage, mention wording and duration requirements]. Show the sponsor's activation as it actually appeared; do not edit footage to make their space look busier or larger than it was. Add captions and end card as specified: "**[exact text]**." Export in **[formats required by the agreement]**.

Announcement video with voice-over

Edit the supplied footage to match the supplied approved voice-over announcing **[event name details]** . Select visuals that accurately support each spoken point, in the narration's order, and remove clips that contradict it. Keep music under the voice. Add subtitles matching the script exactly, including every date, price and name as written. End with the details end card supplied: "**[exact text]** ." Export in 9:16 and 16:9.

Multi-platform recap adaptation

Adapt the supplied master recap video for **[event name]** into three versions: a 9:16 Reel, a 1:1 feed video and a 16:9 YouTube version. Reframe each shot so key moments, faces and captions stay inside each platform's safe area. Preserve the music, the thank-you card, all sponsor elements required by agreements, and the CTA "**[exact text]** " in every version. Label each export clearly by platform and ratio.

EVENTS VIDEO-EDITING TIPS

- Recap edits may select and sequence, but never fabricate. No looping crowd shots, no compositing audiences, no cutting that implies a fuller room than the real one.
- When reusing past-edition footage in a new campaign, label the footage year. Selling next year with last year's crowd is fine only when viewers know that is what they are seeing.
- Confirm consent for every identifiable face: attendee releases, speaker agreements and performer permissions, before publishing, not after.
- Names, session titles and dates in captions come from a supplied list and are spelled exactly. A misspelled headline speaker is a public apology waiting to happen.
- Publish same-day content fast and imperfect, then follow with a polished recap. Momentum beats polish during the event window.
- Sponsor deliverables are contracts. Edit to the agreement's letter and show activations honestly.
- Cut long sessions into many short clips; a one-hour keynote is a month of content for the next edition's campaign.

Events Marketing Prompt Checklist

Before generating content, check that the prompt includes:

- ✓ The event name, edition and campaign stage (announce, sell, remind, inform, cover, recap)
- ✓ The content objective (ticket sales, registrations, awareness, attendee information, sponsor value)
- ✓ The target audience (past attendees, newcomers, sponsors, media, ticket holders)
- ✓ The subject (the event, a speaker or performer, a ticket offer, a venue detail, a recap moment)
- ✓ Verified facts written exactly: dates, times with time zones, ticket prices, venue and address, speaker and performer names, schedules
- ✓ The publishing platform

- ✓ The event's tone
- ✓ The required format and aspect ratio (9:16 Stories and Reels, 4:5 or 1:1 feed, 16:9 YouTube, LinkedIn and decks)
- ✓ The call to action, word for word where it matters
- ✓ Required copy such as sponsor wording, disclaimers and "programme subject to change" lines, reproduced exactly
- ✓ Restrictions: sponsor logo rules, speaker photo permissions, attendee consent, footage-year labels
- ✓ What must never be invented or changed: any date, time, price, venue, name or schedule detail, attendance figures, crowd sizes or venue scale

Suggested Chirpy Interface

Each Events Marketing template in the Prompt Academy should have:

Prompt title

Example: Tickets On Sale Announcement

Best for

Instagram, Facebook, LinkedIn and TikTok

Editable fields

- Event name and edition
- Campaign stage
- Event date and time (with time zone)
- Venue and address
- Ticket types and exact prices
- Offer deadline
- Speakers or performers (verified names)
- Target audience
- Tone
- Platform(s)
- Call to action
- Sponsor requirements and required wording
- Restrictions and permissions notes

Actions

- Use this prompt
- Customise
- Copy
- Generate caption
- Generate image
- Generate design
- Edit image
- Generate video

- Edit video
- Save to BrandKit
- Add to content calendar

Example interactive template

Create a **[platform]** post announcing that tickets for **[event name]** are now on sale. Use these verified details exactly: the event takes place on **[event date]** at **[venue]**, and tickets are **[ticket types and exact prices]** until **[deadline]**. The target audience is **[audience]**. Focus on **[strongest confirmed highlight]**. Use a **[tone]** tone. End by asking readers to **[call to action]**. Do not change or invent any date, time, price, venue or name.