

THE DAILY SIZZLE

One minute, nine to twelve clips, cut every night and delivered before the first session the next morning. It is the asset sponsors post, and it is why the full recap already has an audience when it lands.

IN	OUT	CLIP	WHAT GOES HERE
0:00	0:05	Opener	A shot 3 or 5 style moment: doors opening, or the stage lighting up and seats filling. Movement in the first second.
0:05	0:10	Session wide	The room at full size. Speaker small, audience big.
0:10	0:15	Session reverse	Faces in the seats. Nodding, note-taking, a phone up on a slide.
0:15	0:22	Hallway or coffee	The conversation that does not end when the session does. Let it breathe.
0:22	0:27	Booth	The busiest booth with a real attendee asking a question.
0:27	0:35	Interview line one	The best unprompted answer of the day. Sound up, captioned, name and title on screen.
0:35	0:43	Interview line two	A different voice, a different reason they came.
0:43	0:50	Reception beat	Warm light, glasses up, laughter. The change of pace.
0:50	0:55	Closer	The room after the last session, or one wide that reads as the end of the day.
0:55	1:00	End card	Event name, the date of the next day or next year, sponsor line if contracted.

OPTIONAL, UP TO TWELVE CLIPS

ADD IF THE DAY EARNED IT

- **Extra session.** A second stage or a panel moment, slotted after the reverse.
- **Texture.** Badges, lanyards, hands. Two seconds, between beats.
- **Sponsor in context.** A logo on the stage screen or a lanyard, never a logo wall.

DELIVERY

BEFORE DOORS OPEN

- **Two exports.** 16:9 for LinkedIn and email, 9:16 for Reels and Shorts.
- **Captions on.** Burned in on the interview lines. Most people watch muted.
- **File name.** Event, day, version: *Summit_Day1_Sizzle_v1*.
- **Send the link, not the file,** to the organizer and every sponsor contact.