



project: **Video Wall / Trade Show Booth**

client/company:
Exterro

project date:
September, 2024

my role:
Creative Director/Video Editing

project summary:
**IAPP Privacy-Security-Risk conference,
Los Angeles, CA**

the challenge:
**Trade show booths, particularly those focused
on Data Privacy, tend to be quite dull and often
fail to leave a lasting impression.**

solution:

**To generate excitement and draw more visitors
to our booth, I designed a video wall that not
only captured attention but also effectively
communicated how our software addresses
privacy and compliance issues.**

results:

**The video wall booth was a remarkable success,
measured by the number of demos conducted
and (sales) meetings scheduled. Additionally,
we significantly increased foot traffic and booth
scans.**