**Why is video important?**

Every company needs to use video. Why? It helps clients find you, it helps clients remember you, it helps clients see what you do. But most of all it gives YOU a chance to show potential clients a bit of your personality. Video is personal, and people want to work with people they feel a connection with. This is your chance to do that. Research shows that viewers retain 95% of a message when they watch it, rather than read it. And by 2019, 80% of all consumer internet traffic will be video. You need video.

**Anna Davalos** is an Emmy award winning producer who began her career as a journalist. In her 20+ year career as a journalist she has written and produced a wide variety of programs for a number of networks and covered stories from Papl visits to natural disasters to the Olympics. Anna moved to digital media in 2006 as a supervisor for the Associated Press Online Video Network. She was the Executive Producer at Energy Now, a nationally syndicated program on energy and the environment that aired on Bloomberg Television. Anna founded Alejo Media in 2012, working with corporations and non-profits to bring their stories to the public. She is currently working on the second season of “Pushers”, a comedy web series about the failures and successes of pharmaceuticals salespeople. Anna is a graduate of the William Allen White School of Journalism at the Univ. of Kansas, and has been a guest lecturer at Georgetown University and the University of Oklahoma