



THE EMPLOYEE COMES LAST.

~~The brand writes it.~~

~~Legal clears it.~~

~~The platform pushes it out.~~

~~The employee is asked to share it.~~

Four hand-offs before anyone speaks.





THE EMPLOYEE GOES FIRST.



Ask an engineer **what they built.**



They publish it **themselves.**



The brand reuses it **after.**





CLIP MIC

GIMBAL

THIS IS THE WHOLE PRODUCTION.

One phone on a gimbal. A clip mic. An engineer explaining what they actually built.



NOTHING TO APPROVE, NOTHING TO BOOK.



No script, so legal has **nothing to clear.**



No crew, so it **actually happens.**



The interview **is the training.**



They published it first, so **it's theirs.**



THE NUMBERS AREN'T CLOSE.

8×

the engagement of the same
post from the brand account

24×

more re-shares

76%

trust an employee over
the company

THE EQUIPMENT LIST.*



A phone gimbal

So the walking shots aren't unwatchable.



A clip-on mic

A show floor is loud. This is the one that matters.



Somewhere with signal

They post it before they leave the booth.

That's it. All of it fits in the purse
I carry on the floor.

What stops this isn't the equipment.

** Charge everything. Bring a power bank.
Don't ask why I'm so specific about this.*



8/10

“

**AUTHENTICITY
BEATS
SCRIPT.
EVERY TIME.**

Barbara Zelenay

On a show floor,
not in a studio.

 **zelenay.me**



9/10



SAME PHONE. SAME GIMBAL.

I don't script mine either.





Whatever your advocacy programme looks like today:

RUN IT LIVE ON THE FLOOR.

Let the engineer do the talking.

**If I handed you the phone at a show —
what did that do for your reach?**

 **zelenay.me**