**Video Titles and Descriptions for Supplier Community**

**Three Powerful Tips to Navigate the Minefields of Innovation and Product Development**

Glean valuable innovation and product development tips from the invention experts at AON Invent. In this video, Andrew Bojie shares lessons from his day-to-day experience with new inventors and the companies that connect the dots from idea to shelf for a new product.

Topics include:

* Innovation trends in a changing world
* Vetting and testing guidelines for new partners
* Pros and cons of technological advances in the inventions world
* A breakdown of possible pitfalls in product development and how to avoid them

**Influence Marketing Strategy From a Successful Marketer**

In this content-rich video, Acorn Influence CEO, Stephanie McCratic, walks us through all things influence marketing. Starting with her story of breaking into blogging and influence marketing campaigns, Stephanie de-fangs the process and talks about what it is, where it’s going, and how you can leverage a growing number of influencers to spread your brand message.

Topics include:

* Influence marketing 101
* The shift from mass marketing to influence marketing
* Finding the right influencer
* Types of campaigns and how to ensure success
* Pitfalls to avoid in influence marketing
* How to create a campaign and determine if you need to outsource
* The risks of working with influencers

**The Pros and Cons of Licensing an Invention (or Doing it Yourself)**

Join innovation expert Larry Robertson for a deep dive into different paths for getting a great idea to become a profitable product. Not all options are created equal, though. The AON Invent CEO describes the risks and potential rewards that go with each, along with personal stories and examples.

Topics include:

* Options for inventors wanting to go to market
* How licensing deals are structured
* Costs and time associated with going to market with a product
* Advantages and disadvantages of licensing
* Ideal circumstances for an inventor that wants to go it alone
* The state of innovation in the eyes of CPG companies
* What to look for in a licensing partner

**A Deep Dive Into Building an Audience**

Meet SMACK founder Sean Womack as he shares everything you need to know about how to start building an audience. Sean starts with describing how technology is changing the strategies we need to use for audience building. Next, he looks at criteria for a good audience and how to get people to listen to you.

What follows is a breakdown on how to win and retain subscribers, turning them into a growing customer base. Don’t miss out!

Topics include:

* How to build an audience
* What is an audience?
* Breaking through the noise and standing out to readers
* Types of content that are best for your brand
* How to measure success
* Things NOT to do
* Whether to build your own audience or outsource