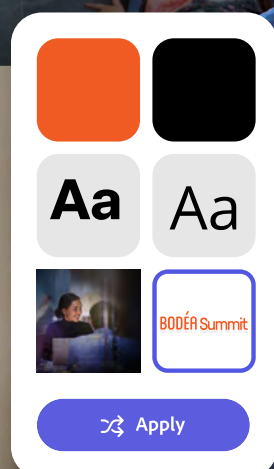


Adobe Express

Make every event unforgettable with Adobe Express.

Adobe Express gives you everything you need to drive attendance and engagement for both live and virtual events. Sign up with your business email.

Get started for free



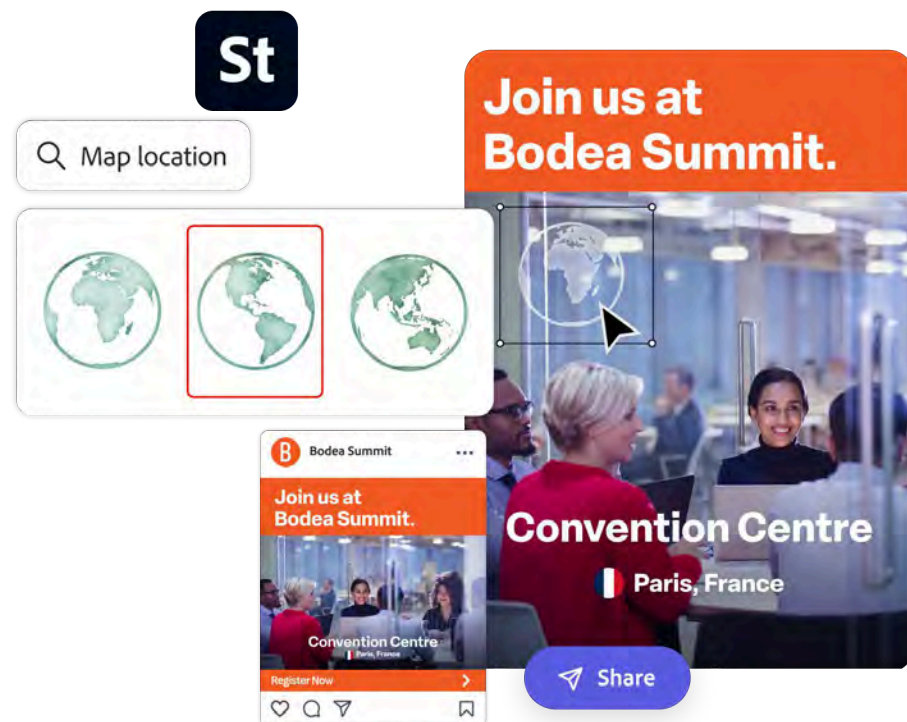
Challenge

Promoting an event means creating a high volume of on-brand content—from event promotional kits, digital signages, social content, videos, and presentations.



How we're solving it

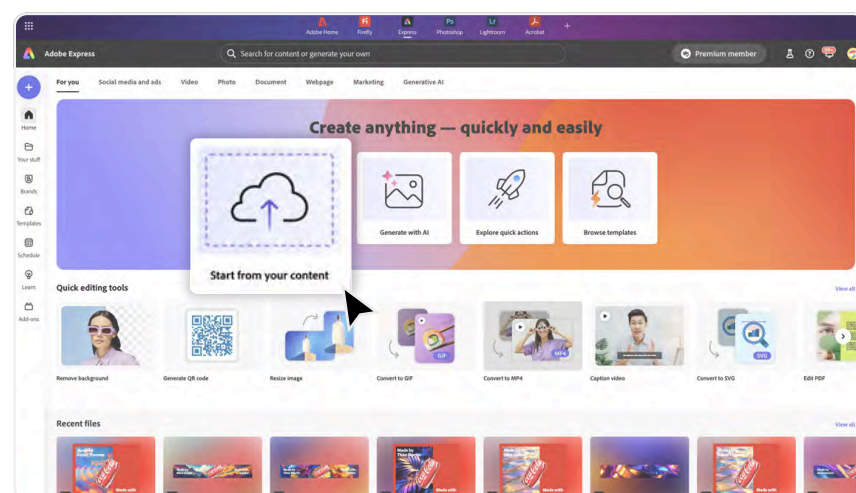
Adobe Express is the quick and easy app that helps event marketers adapt a variety of marketing content without relying on outside support or time-consuming review processes.



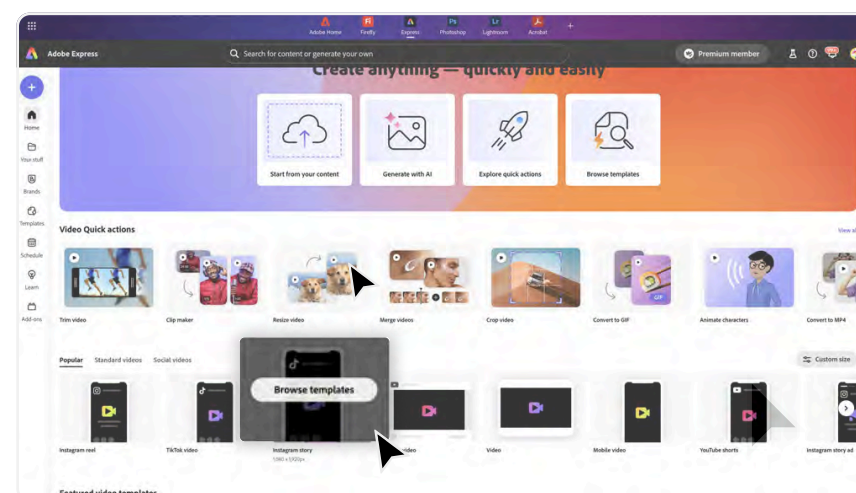
With the easy-to-use editor, Adobe Express streamlines self-serve, on-brand content creation for any kind of event marketing.

- Adapt any of our professionally designed templates for event signage, flyers, videos, banners, and more.
- Personalize your campaigns using 1M+ royalty-free stock images, video, and more for any audience.
- Stylize post-event one-pagers and docs with smart text reflow and PDF quick actions.
- Design engaging, interactive carousel posts, dynamic brochures, and events decks with multi-page support.

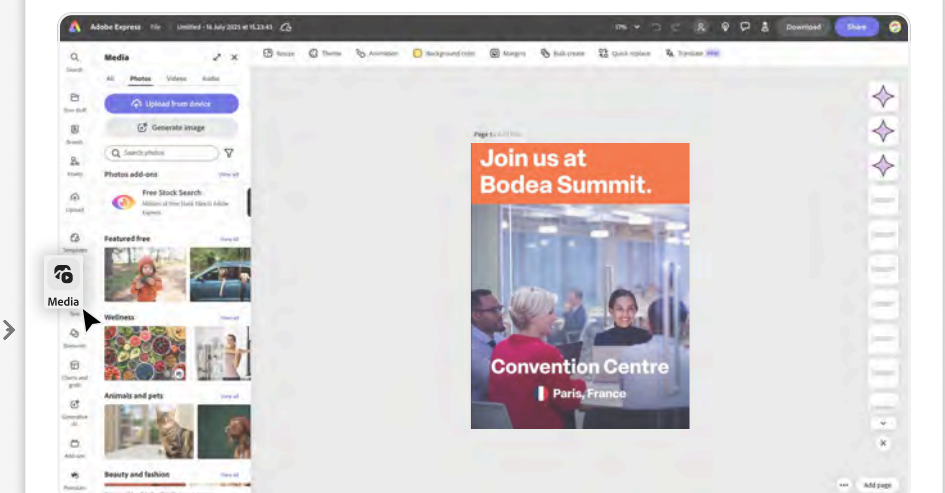
5 steps to get started with events content creation.



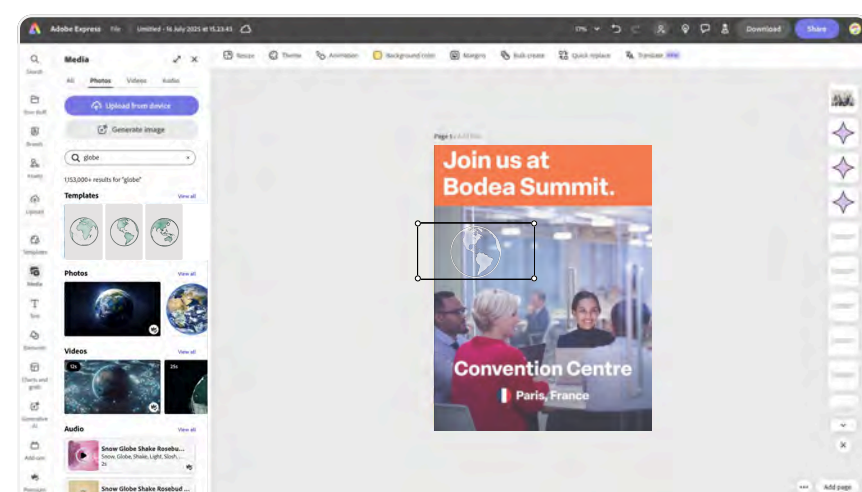
Select your project type. From something for social to marketing assets to everything in between, you've got a lot to choose from.



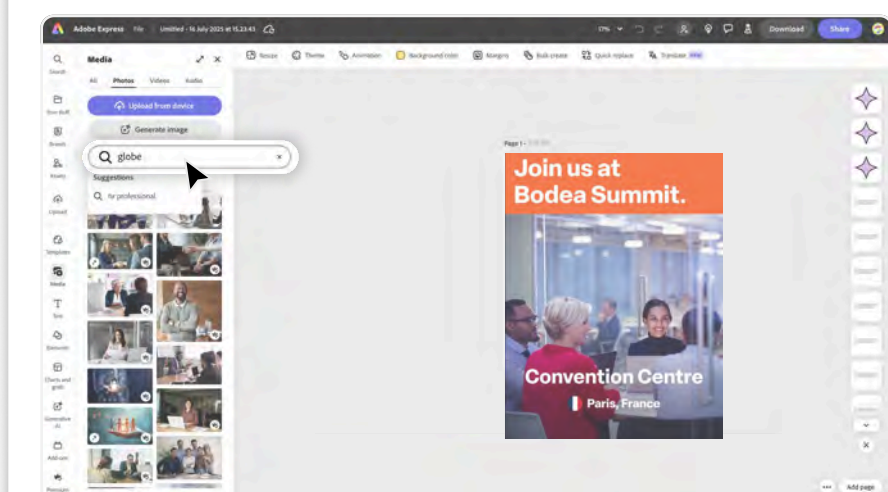
You can start with a **blank canvas** or choose a template. Take your pick and click it to enter the Editor.



Click the Media icon on the left side of the Editor to bring up your menu options.



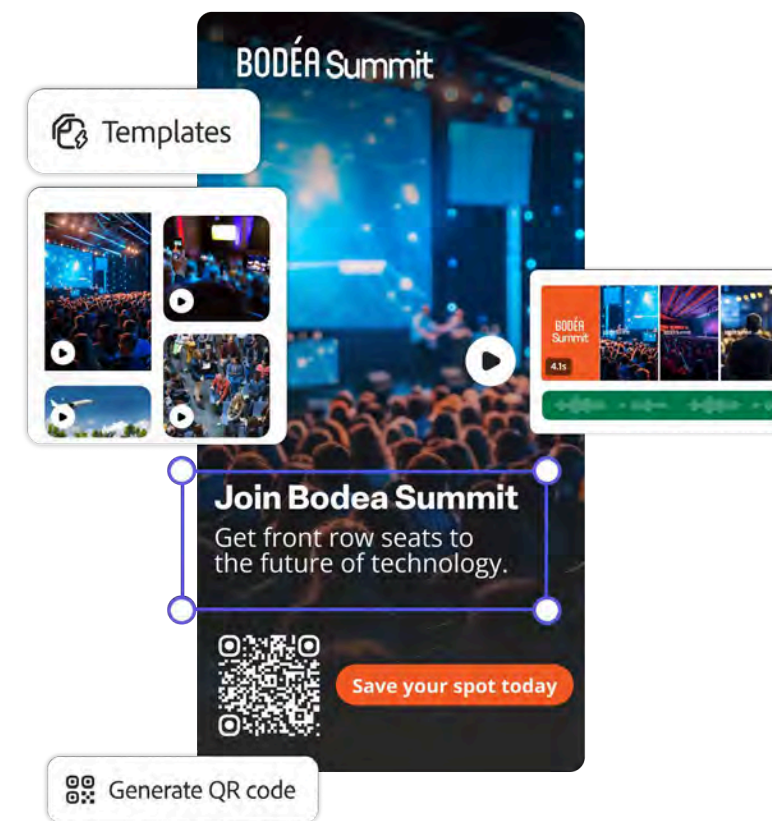
Click a media file to add it or **drag and drop** it into the Editor. You've now added media to your project.



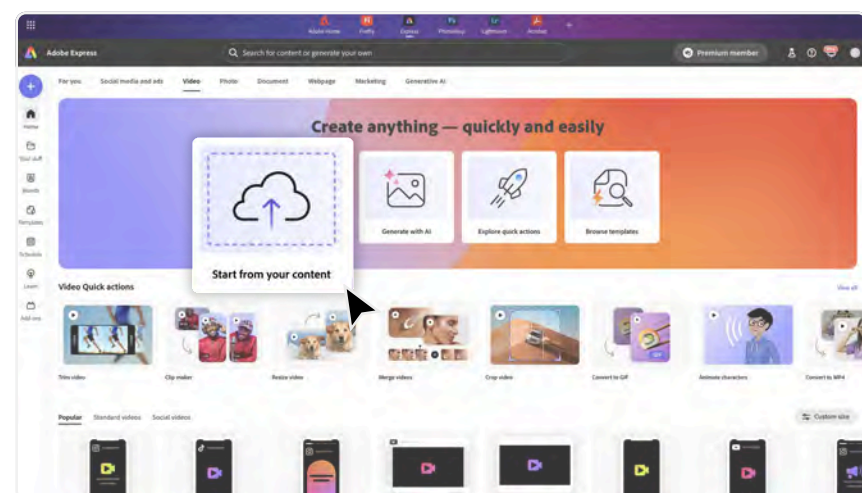
Each tab gives you the option to upload media you already have or **search the Adobe Express library** for something new.

Win over audiences with scroll stopping video and social content to promote the event while it's still going on.

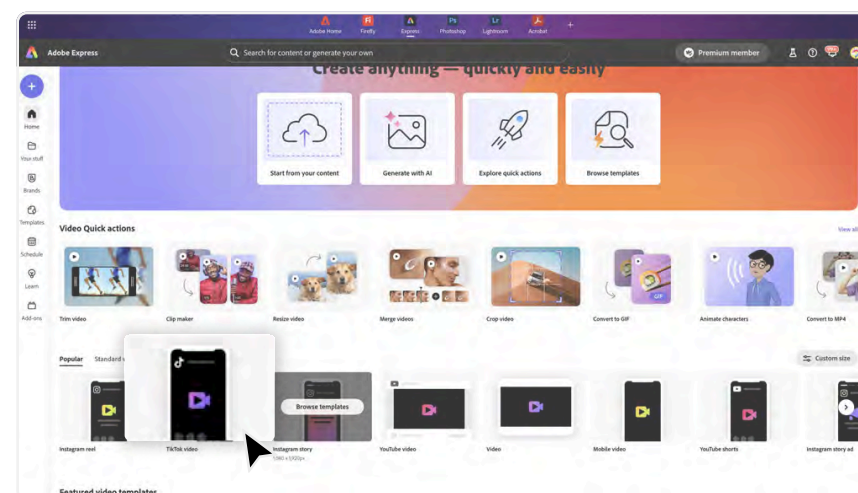
- Create and edit video and animations in a fraction of the time with a simplified drag and drop editor.
- Upload event recordings and have Adobe Express spin the highlights into social clips for TikTok, Instagram, and more.
- Simplify complex video edits with auto-captions, scene transitions and more, in one-click with Video Quick.



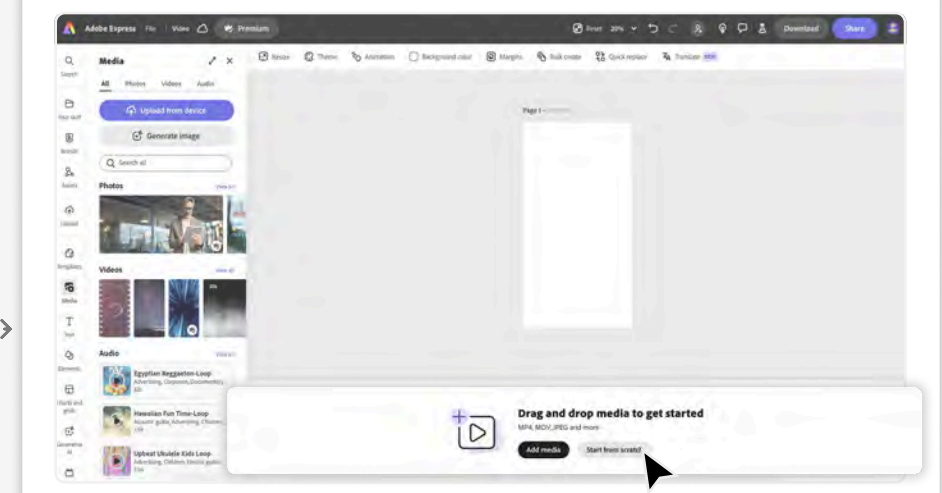
Edit Actions easily and professionally.



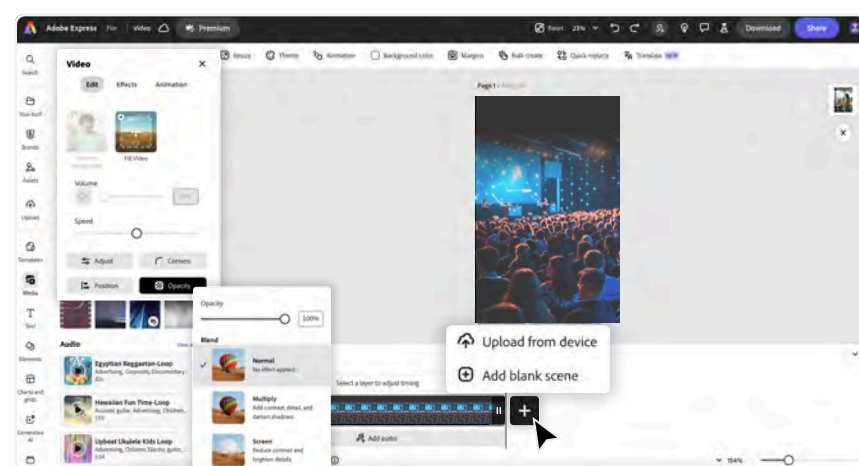
On Home, click **"Video"** under the banner that reads: What do you want to make?



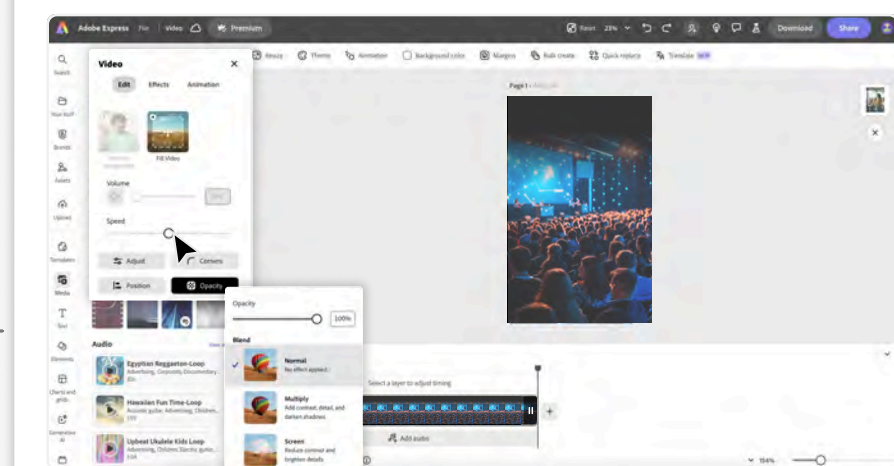
Choose the type of video you want to make. For this example, we'll **"Create from scratch"** a YouTube video.



This opens the Editor, where you can **upload your own video** or use stock clips from the Media panel. Add multiple videos by dragging them into the timeline.



Click **+ Add scene** at the end of your timeline to add scenes. Templates aren't available, but can be used by adding a new page to your project.



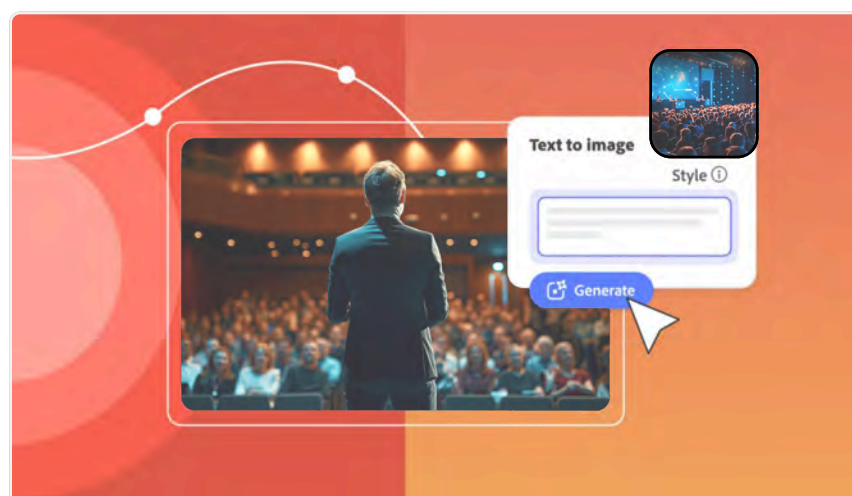
Hovering over a scene reveals trim handles to adjust video length. To **edit properties** like scale, speed, or opacity, select the video on the canvas or layers.



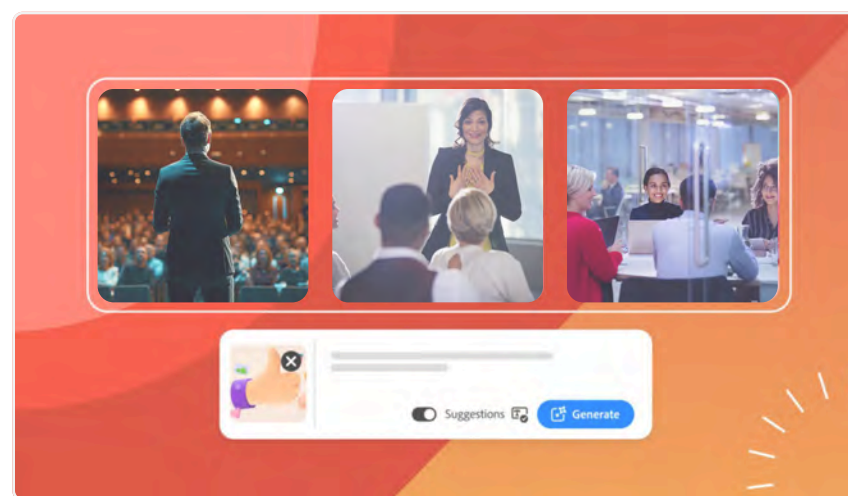
Take your content to the next level with commercially safe generative AI.

- Use AI to enhance your content by adding objects or removing unwanted distractions.
- Generate content and image variations that matches the look and feel of your event with a reference image.
- Use text prompts to produce commercially safe, custom video b-rolls, intros, and outros.

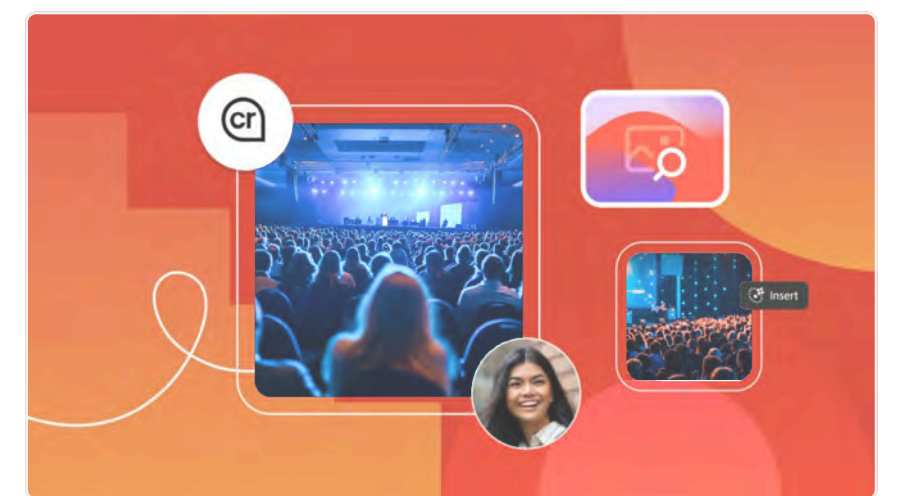
How to use generative AI for content creation.



Use AI to **brainstorm design** concepts, make mockups, and quickly create content. Learn our best tips for image generation.



Master generative AI with prompt writing tips, use cases, and techniques to go beyond image creation.



This opens the Editor, where you can **upload your own video** or use stock clips from the Media panel. Add multiple videos by dragging them into the timeline.



Discover how generative AI and simple prompts combine to create **unique digital content** through intuitive interfaces and tools.



Create **on-brand content** faster using reference images to guide style and composition and eliminate guesswork.

70%

faster time to market by
enabling marketers to create
their own content

dentsu

70%

and revisions to accelerate
production timelines for
global events



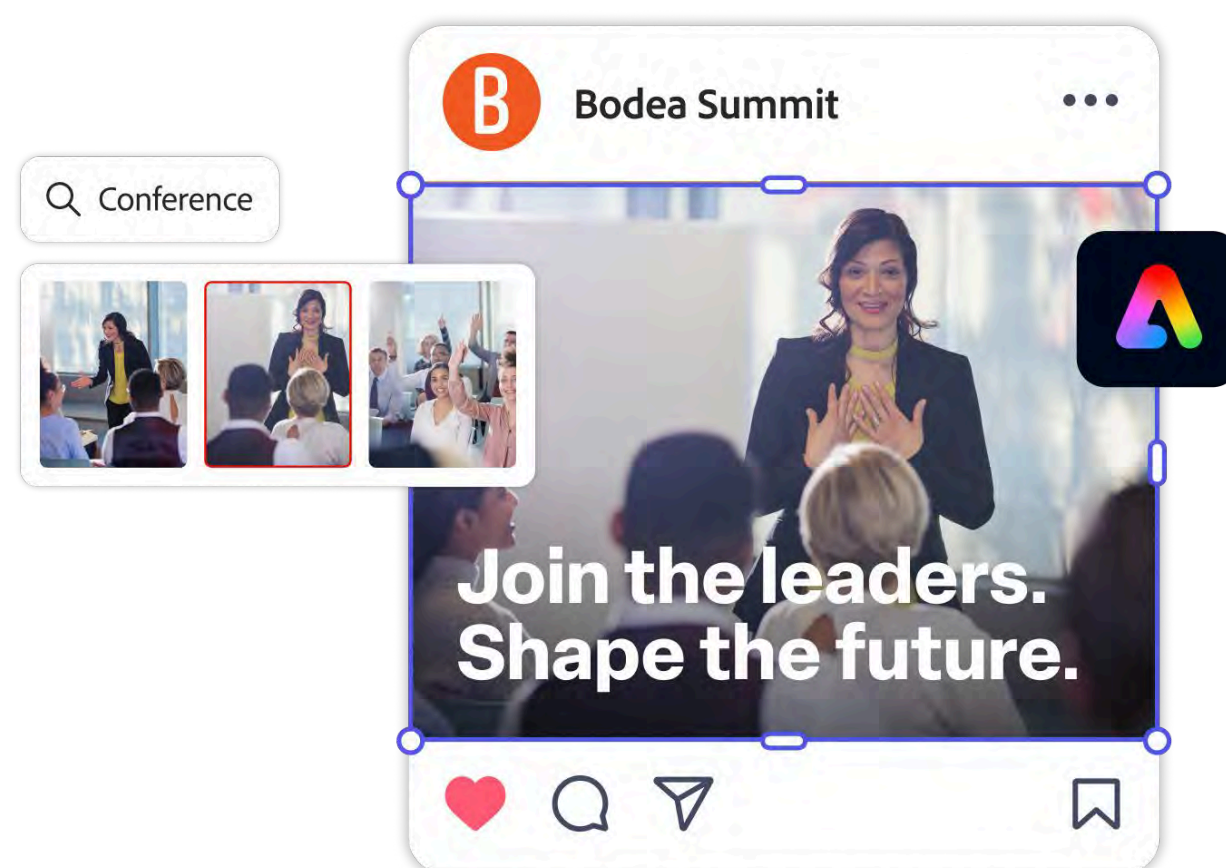
10x

increase in time savings by reducing
handoffs, automating repetitive
tasks, and streamlining event
marketing asset creation.



**Adobe Express can empower you and your
event marketing team to easily and quickly
produce standout on-brand content.**

Sign up with your business email



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