



How Vimeo's CMO Leveraged Expert Presentation Strategy and Speaker Coaching

Photo Source: Vimeo REFRAME 2024

OVERVIEW

Vimeo, the leading private video distribution platform, sought to deliver brilliant presentations for its inaugural enterprise user conference, REFRAME 2024. With high stakes on the line, Vimeo's CMO, Charlie Ungashick, enlisted Patti Schutte, Chief Presentation Strategist at Be Brilliant Presentation Group, for expert presentation strategy and speaker coaching. Having previously collaborated across three organizations and six events, Ungashick trusted Schutte's expertise to ensure a polished, engaging, and high-impact experience for attendees.

CHALLENGES

Live events are inherently high-stress and high-production, and REFRAME 2024 posed unique challenges as Vimeo's first enterprise user event. The goal was to create an unforgettable experience while ensuring speakers delivered compelling, impactful content.

OUR APPROACH

For REFRAME 2024, we worked with a diverse group of speakers—including executives, product leaders, and customer speakers—providing tailored content strategy and presentation coaching to refine their messaging and enhance their stage presence.

RESULTS & IMPACT

Our presentation coaching and strategy ensured that every moment on stage reinforced Vimeo's brand excellence. The event not only engaged attendees but also strengthened customer loyalty and deepened employee pride—creating a lasting impact across the company. Vimeo continues to trust our expertise to deliver results that inspire, engage, and elevate its brand as we are working on REFRAME 2025.

CHALLENGES

- High-stakes, high-production live event.
- First enterprise user conference.
- Ensuring impactful, polished presentations.

RESULTS

- 92% of attendees said they would attend again.
- The event sparked excitement and pride among employees.
- Success has led to plans for an expanded 2025 event.



"REFRAME was a massive success. Attendees gave it a 92% approval rating, and employees told me they were proud to work at Vimeo. That's the power of expertly coached speakers and strategic content."

CHARLIE UNGASCHICK
CMO, Vimeo