



Ways to use *your* Booth Blast video from Railway Interchange 2017

- Post it to your company's YouTube channel — and, from there, to your various social media sites (LinkedIn, Facebook, Twitter, etc.).
- Add the same link to an outgoing email — titled “Railway Interchange 2017 recap!” — to your employees, sales force, suppliers, customers, Board members, or even local media to show what you've been up to! (Encourage THEM to share it also.)
- Add the same link to your regular e-newsletter if you publish one.
- Post it to your website — in your ‘what's new,’ news section, or events section.
- Use it to equip and empower your sales-people, during meetings with customers and prospects.
- Feature it at an upcoming employee meeting.
- Send it to railway publications & ask them to publish it for free! (*Railway Age*, *Progressive Railroading*, *Trains Magazine*, *Railway Track & Structures*, and *International Railway Journal* all carry videos on their websites and may welcome new content/leadership perspectives to attract readership.)

