1. Content creation is easier than ever before - this video was shot with a smartphone - https://www.youtube.com/watch?v=LzC-XMfoZD0

2. The tools to make content look better are getting better all the time - here's some examples from Animoto.com:
   
   http://animoto.com/play/LothBKGF0i2prrR9S3nmrg (this was shot and produced during the conference)
   
   http://animoto.com/play/FyEkH5vfdIAwKR7kg7Y1tg

3. FUN is always good:
   
   https://www.youtube.com/watch?v=52gB_rDBQrc

4. You can always take what someone else did and do it locally:
   
   https://www.youtube.com/watch?v=54mm6MTZPSM

5. Connect with the world:
   
   https://www.youtube.com/watch?v=4vwWSAPfhaQ

More:

Don't be afraid to try new things - feature your customers, clients, collaborators, everyone - look for inspiration everywhere - as a general rule, the worst that can happen is no one pays attention.