Content & Clarity

Map a clear content plan for business and event goals.

Allison Crooker
from VMware

Having a guiding document - to set a vision for who we're marketing to and what we're messaging - helps to guide and align. - Will Willis

How do you make event content really valuable?

Experiential content for in-person visitor

Hands-on Labs

Time to spend in-person with instructor

Social, networking aspect to content experience

Journey and content marketing is something we're all talking about

Content Marketing - Responsive to Audience Pre-Engagement

Data around content interactions at events can generate insights for marketing

We should be thinking about event content as a part of the content marketing journey

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Content is important for everybody! - Allison Crooker

It is because of the content!

Why did the attendee cross the road?

Content needs to be elevated to be on the same level as event operations

What comes first? Event location, venue or content?

Experiential content - we have to be passionate about it

Know enough to engage with the SMEs

Choice to keep interaction for inperson - with on demand as digital destination.

Work with op's team from the start

How do we develop content from the outset with delivering a consistent message across hybrid channels? - Robb Trost

We are creating unique virtual content

Digital becomes place for sharing content generated by live event

What platform are you using?

this also drives #FOMO for in person experience

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Why did the attendee cross the road?

I want buzz, I want feel, pop-ups, coding experiences, things that attract & excite!

"If they downloaded a white paper, they might want some more technical information" - Allison Crooker

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Big events align with campaigns planned for quarterly messaging

Constantly communicating while content is being developed is key - Will Willis

Breakouts can be more easilt planned ahead of time, whereas the major marketing messages can be more fluid/last minute

Allow your social and comms teams to have a line of sight to marketing, keynotes, execs etc

Difficult to create content promotion why content is being developed. If it works, it is magic!

I want buzz, i want feel, pop-ups, coding experiences, things that attract and excite!

The SPACES we design for content delivery are important - Content folks should have input to venue selection

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Different ways of delivering experiential content

Scale back on what is not priority to help with budget concerns

We are beyond the ppt slide

getting more involved in experiential content

CTA! Allison has founded the Event Content Council - join us!

higher value for in-person

build the infamous community of trust and respect

Content people talk about content stuff

Can reach Allison on LinkedIn

willing to share and test new ways of experiencing content

it's about quality not quantity. make it special in-person

Using content to build a bridge between the event goals

Now we are re-examining what in-person attendees WANT from the experience.

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skill set to look for: managing the different stakeholders

one of the skills for a content person is negotiation

Business reason - the content has to bridge between audience wants and business needs

develop that win/win/win - where everyone feels good about their needs being met

Why do we do these events?

Everyone needs to compromise to reach a win, win, win! - Allison Crooker

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How do we open up the lead time for keynote speaker selections - getting buy-in earlier? Rich Gibbons

Managing stakeholders input is a challenge.

Buy-in from executive leadership can come late

Need a senior leader figure to masthead the big content decisions

Approach event through marketing campaign. content 1st, aligned with customer segment

Get budget signed off before offers are extended (not vice versa)

then aligned with marketing campaign - and the events to deliver that content

-Karen Galatis