

Designing Your Content Strategy For Today's Hybrid World

Part 2

Content Engagement Strategy Best Practices

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About Us



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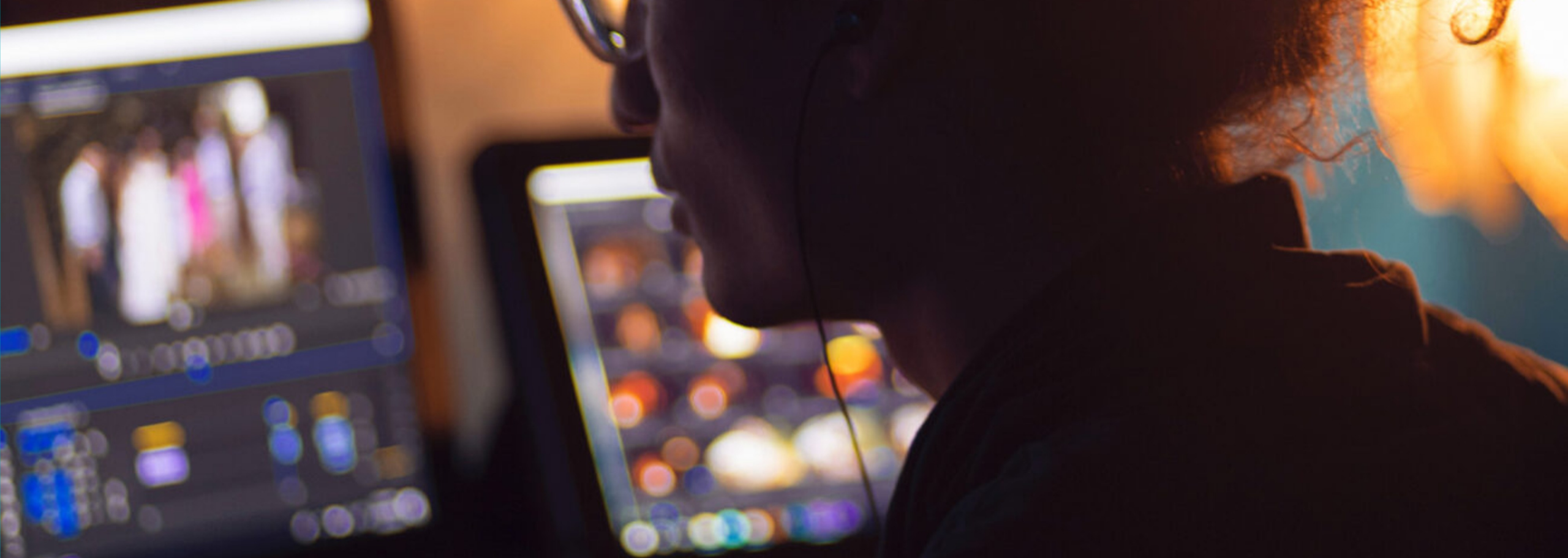
CEO & Chief Event Strategist
Impact Point Group

**Co-Founders of The Event
Content Council (ECC)**

*We share a passion for
creating compelling,
impactful event
content that inspires
audiences & actions.*

TODAY'S SESSION

1. Recap from In-Person session – The Future of Content in a Hybrid World
2. Content Engagement Strategy Best Practices
3. Ask the Expert



What We've Learned

Recap from CEMA Summit Session – The Future of Content in a Hybrid World



Recap – CEMA Summit



- Digital content best practices
- Varying lengths and types of sessions returning to in-person
- Future of embracing audience behavior and preferences
- Aligning content to the customer journey

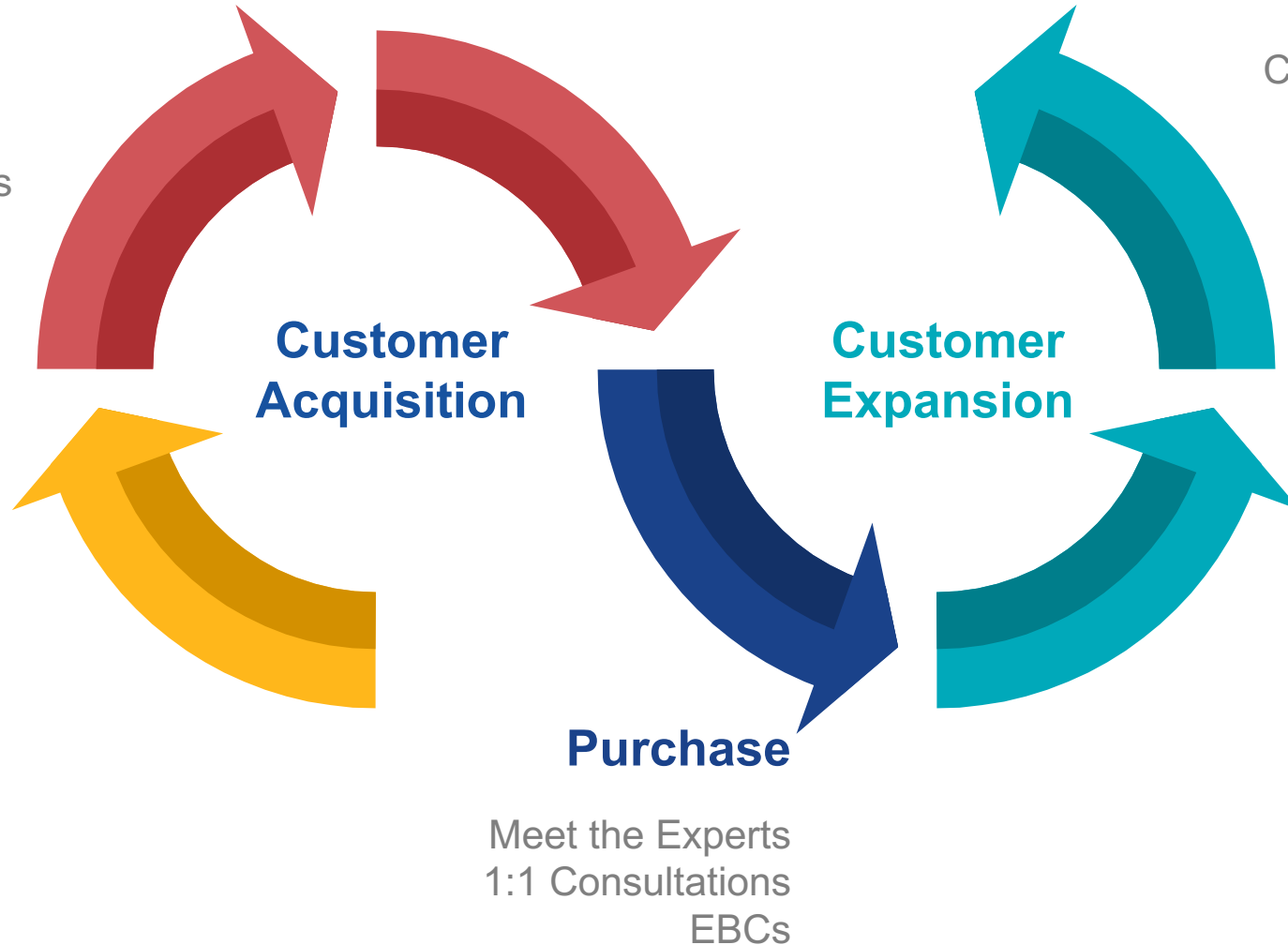
Aligning Content to the Customer Journey

Consideration

Test Drives
Product Overviews
Tutorials, Workshops
AMA's
Hands-on Labs

Awareness

Keynotes
Virtual Events
On Demand
Webinars
Social Media



Loyalty

Customer Advisory Boards
Customer Case Studies
Technical Breakouts
Tutorials, Workshops

Advocacy

BoFs
Social Media Influencer
Testimonials
VMTM Tech Talks
UX Design Studios



Content Engagement Strategy Best Practices



Building a Content Engagement Strategy



- Start with the end state in mind; think about the customer journey
- Socialize and align with stakeholders
- Work toward a central repository or hub; start small with event content and build
- Map your plan: build your engagement strategy
- Start small and build on successes

Q&A



Let's Connect



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**Let's schedule a
coffee talk!**

**Email or DM us
to join the
Event Content
Council.**



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The Reimagining of Events



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