Content Strategy + Design

Allison Crooker

Erica Spoor

Co-Founders of The Event Content Council (ECC)

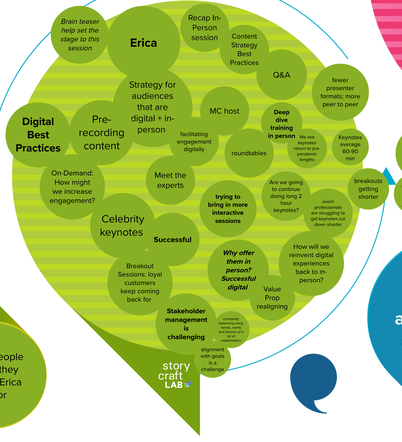
We share a passion for creating compelling, impactful event content that inspires audiences & actions.

Erica Spoor! Julius Solaris!

Nov 16-17 Join the Event Content Council! Meeting!

https://info.impactpointgroup.com/event-content-council-annual-meeting-2022

"Attendees want more choice, about how they spend their time and where and how they engage" - Erica Spoor



"Meet people where they are at" -Erica Spoor

"Audience size is not always a sign of success." Erica Spoor

"Bigger is not always better" - Erica Spoor

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CEMA CORPORATE EVENT MARKETING ASSOCIATION

CONNECTS

IDEAS • INSPIRATION • PEOPLE

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story craft LAB

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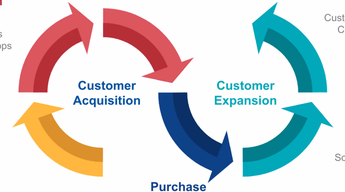
Aligning Content to the Customer Journey

Consideration

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

Awareness

Keynotes
Virtual Events
On Demand
Webinars
Social Media



Meet the Experts
1:1 Consultations
EBCs

Loyalty

Customer Advisory Boards
Customer Case Studies
Technical Breakouts
Tutorials, Workshops

Advocacy

BoFs
Social Media Influencer
Testimonials
VMTM Tech Talks
UX Design Studios

vmware

"The further along the customer curve we go, the more in-person the content delivery is" - Allison Crooker

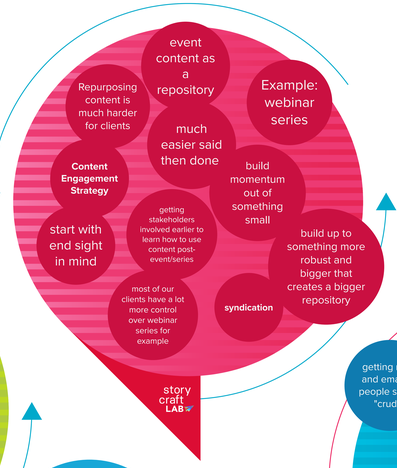
Content Strategy + Design

Allison Crooker

Erica Spoor

"Start with something small to create a content repository" -Erica Spoor

"We've been seeing some interesting co-planning and use of designs, demos, environmental build being shared between the EBC program and events. And of course creating space for EBC activity onsite at a proprietary conference. Even to the level of sharing budgets." - Tom Maher



"Allison and i are trying to raise the visibility of the content professional" - Erica Spoor

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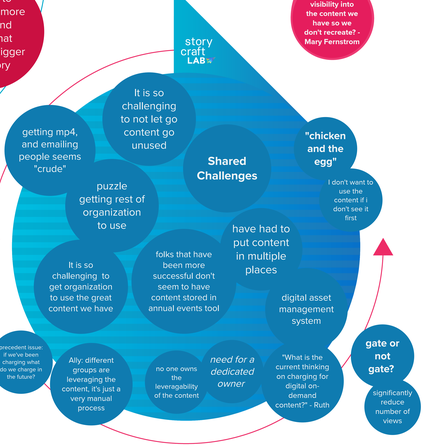
How do we get visibility into the content we have so we don't recreate? - Mary Fernstrom