

**CEMA
SUMMIT** 2023

ELEVATE YOUR

Strategy

Session Track brought to you by Visit Austin

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How to Think Like an Event Content Strategist

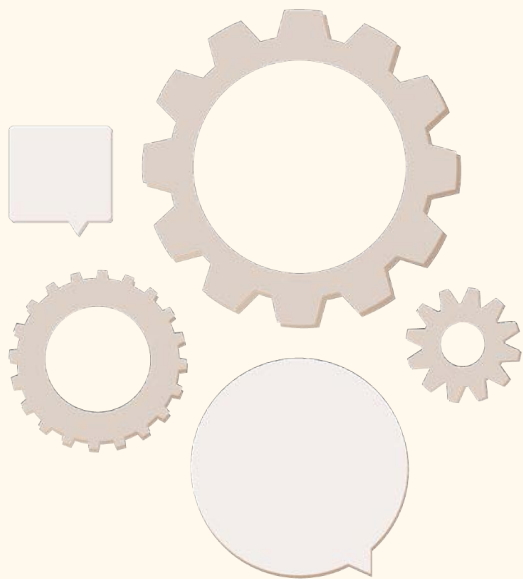
Allison Crooker, VMWare | Rachel Heller, GitHub | Naomi Clare, Storycraft Lab

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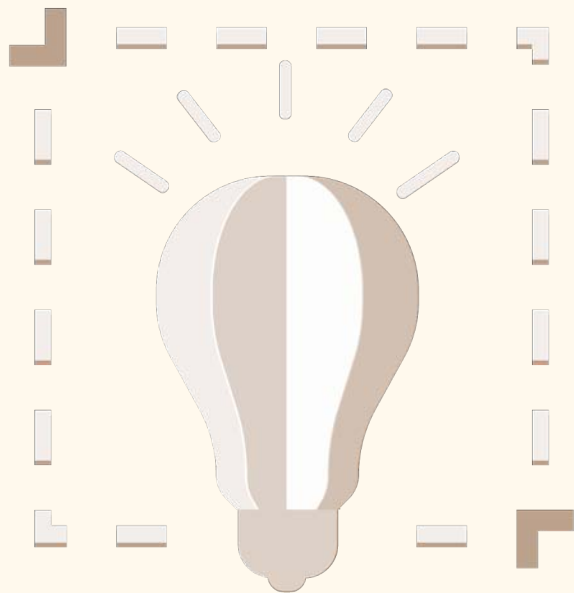


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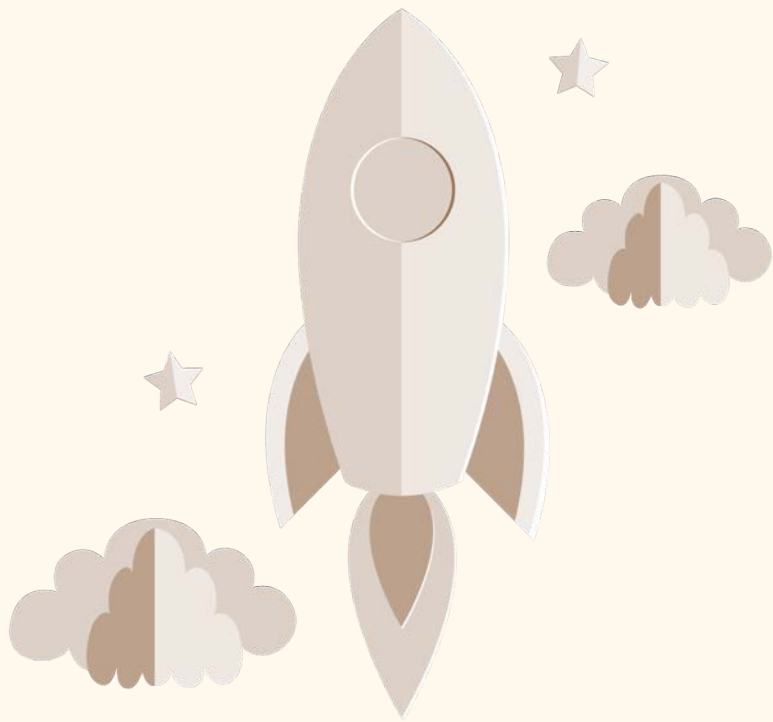
Develop an event
content strategy
that supports the
overall event
strategy

1



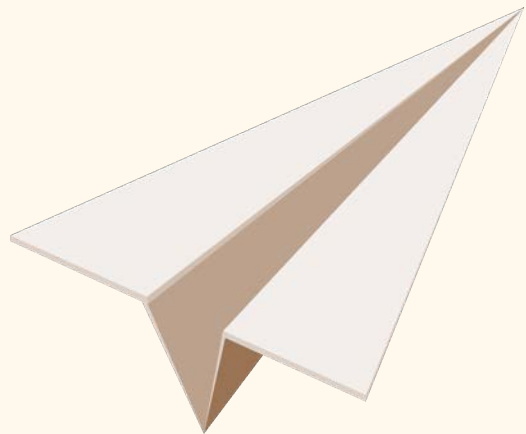
Maintain a pulse
on the target
audience's needs
and wants

2



Ensure that
event content is
marketed
effectively

3



Scenario:

Corporate tasks you with acquiring a new audience segment.

What are the top methods/sources you use to gather insightful audience info?

How does this shape/inform an effective content marketing strategy?

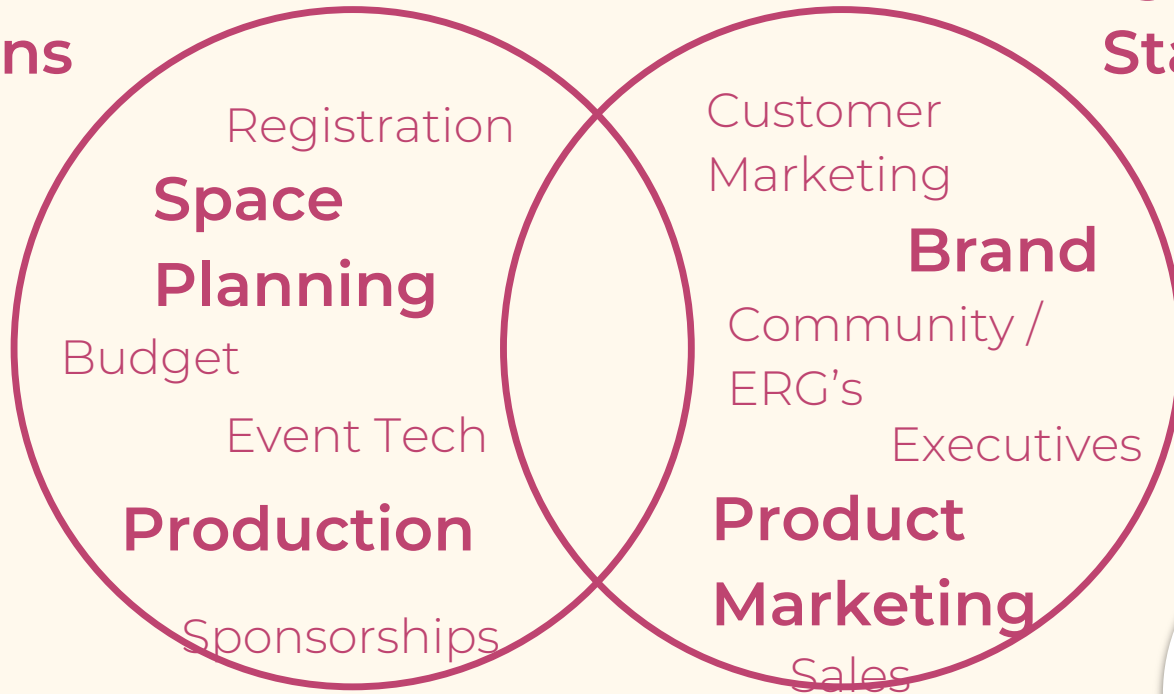


Work closely with
stakeholders to
fulfill the content
strategy

4

Event
Operations

Organizational
Stakeholders

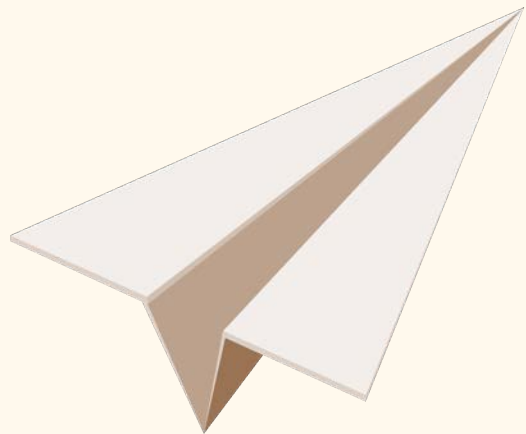


4



**Deliver event
content that aligns
with post-event
pipeline goals**

5



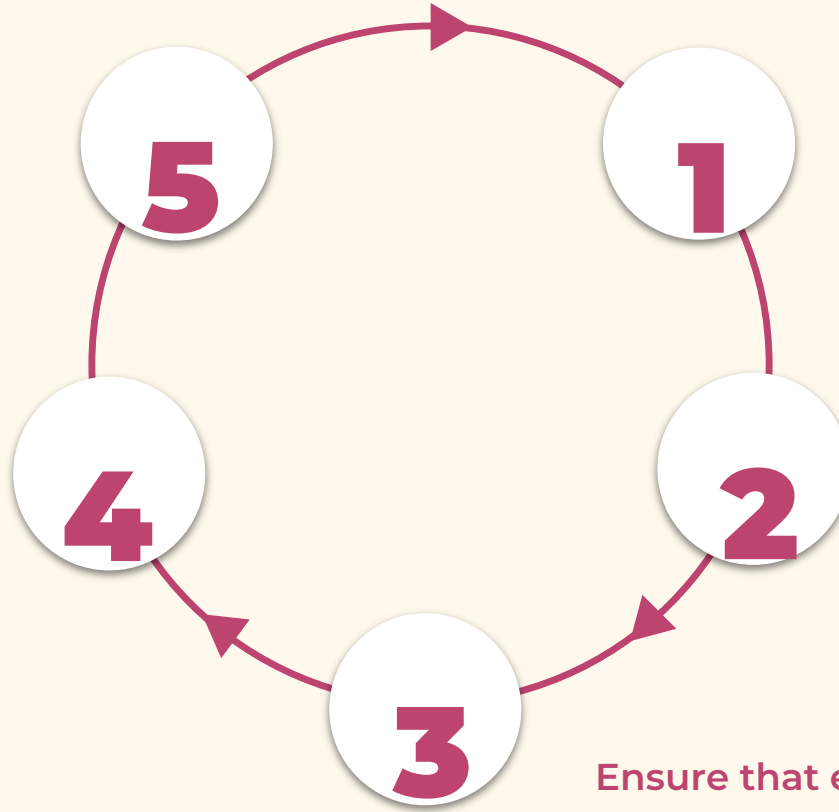
Scenario:

Your budget is challenged because you're having hard time tracking post-event influence and pipeline.

What event content data can you lean into to drive revenue from your event?

Deliver event content
that aligns with post-
event pipeline goals

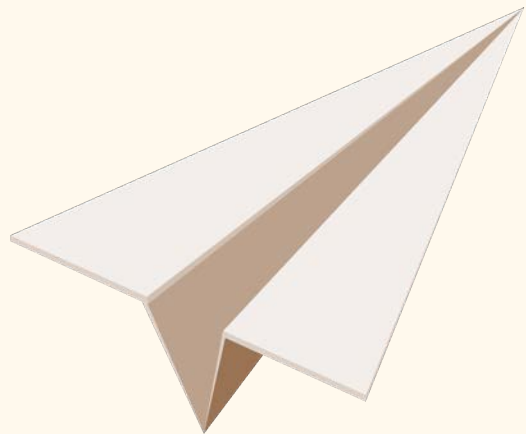
Work closely with
stakeholders to fulfill
the content strategy
in a timely fashion



Develop an event
content strategy that
supports the overall
event strategy

Maintain a pulse on
the target audience's
needs and wants

Ensure that event content
is marketed effectively



Q&A:

What aspect of today's session resonated most with you?

What one insight or take away from the discussion will help you think differently as an Event Content Strategist?

What questions do YOU have?

A stylized silhouette of a mountain range in a deep magenta color, spanning the width of the slide. The mountains have varying peaks and valleys, creating a jagged horizon line.

Thank you!

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