

Sixteen Tips to Maximize Live and Hybrid Event Content

You've created a great event with fabulous speakers, and even though registrations for the event are on target, you'd like to expand the audience and content beyond the day it's scheduled.

The good news is that there are actually quite a few ways and multiple technologies available to maximize the use of content, especially if you have a good video editor and/or writer available to assist. The following is a list of ways to broaden the use of your content, expand your audience, and set your organization up for success on your next event, or next year's annual function.



When thinking about use of content, remember that although the event is over, the relevance of the content lives on.

- 1) Have **photos** taken at live events to **use on social media** and on **your website** as a **thank you post** after event.
- 2) Use **prior day's photos** to **open the next morning's session** while guests are arriving, on **LED screens** throughout the event, or on **"centerpiece" tablets** at the next day's luncheon.
- 3) Do a **short written summary of each presenter's work** to **share on a blog**. Be sure to include a **"save the date"** for your next event or the following year's event to remind prospects on what they don't want to miss.
- 4) **Share speakers' PowerPoint presentations** or their **videotaped presentations**, and **presenters' contact information** with attendees after the event, along with a note **thanking them for attending**.
- 5) **Videotape** presenters and **create a 2 to 3 minute highlight video** of each presenter's key point(s) to **share on social media and your website**. Tag the presenter on social media when you share the videos so your and their followers will take notice.
- 6) **Upload the videos to youtube or vimeo** and **make the video sharable and embeddable**. **Send the link** of these short highlight video pieces **to presenters with a thank you** and a note that they can embed the work on their website or share it in their newsletter or via social media.
- 7) **Use shorter segments** the above video to **create a short "sizzler" reel of the event** to share on social media, on the website and in your company's newsletter. If the event is annual, **use the sizzler reel in following year promotions**.
- 8) **Send the sizzler reel** to your organization's **Management and Board of Directors** with the information and statistics on the **success of the event**.

- 9) **Do recorded audio interviews** with key presenters onsite and turn the interviews into a **podcast series**.
- 10) **Excerpt** important industry **quotes** from the speakers to be **used after-the-fact on social media, along with presenters' photo** and a note that the quote was said at your XYZ Conference, **lending authority to your organization** as the host.
- 11) **Develop an article** based on the **key points and critical findings** presented at the conference (citing presenters) that can be submitted to an **industry publication** or turned into an **editorial**. Alternate viewpoints from different speakers can make for a provocative article.
- 12) Do a **post-event survey** and **share results with Management, Board of Directors**. Use some of the **quotes in the following year's event promotions**.
- 13) Be sure to **share press coverage with your management, Board of Directors, and on your website**.
- 14) **Excerpt press coverage** from the prior year's event as "**Here's what the media had to say** about last year's event" as a promotion for the following year's meeting, if on a similar theme or topic.
- 15) Any really **exciting, funny, and/or pithy industry quotes** come out of the event? **Create some memes for social media** (recognizing the person who said it, of course).
- 16) **Remember that clever, pithy quote turned into a meme?** Who says you can't **turn it into a t-shirt** for sale, that starts a collectible **meme-of-the-convention t-shirt series**, with a new one coming out annually? Be sure to **let presenters know in advance** you'll be doing this so they vie for the honor of being the t-shirt genius.

Note that you will want to get written permission in the form of a release, in advance, from each speaker to video them and share their video, audio or PowerPoint presentations. In most cases, they will be grateful, especially if you are videotaping and allow them to post their work or embed it on their website.

As a final note, be sure that you include your company's logo and url, plus the name and date of the event on all video, podcasts and written pieces.