



HOW TO TURN YOUR NEXT EVENT INTO A CONTENT GOLDMINE

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INTRODUCTION

In-person events have always played an important role in B2B marketing. They are powerful brand builders and provide opportunities for meaningful face-to-face connections in a digitally dominated world.

And even though the **majority of marketers** say they spend at least a quarter of their marketing budget on events, many B2B marketers don't fully reap the benefits of the largest line item in their budget.

Events can provide a deep — and largely untapped — source of thought-leadership content. To build a **content marketing engine**, you have to strategically approach events as the content goldmine that they are.

IDENTIFY YOUR EVENT CONTENT OPPORTUNITIES

Content marketing is people-powered. And often all of those people who help power your content are at your events.

Where Marketers Get Content Ideas

Source: Rep Cap Content Marketing Survey 2017



GETTING STARTED

Review your entire event calendar for the year. For each event your company is participating in — big and small — create a list of all the people who are potential sources of content:



- Company executives
- Internal speakers
- Industry subject-matter experts and influencers
- Sales reps and customer success team members
- Customers and prospects
- Industry partners
- Exhibitors and sponsors

Add other content-rich opportunities, such as:



- The overall event environment, including receptions, meet-and-greets and networking opportunities
- Your booth/physical footprint
- Product demos and kiosks

Naturally some events have more content opportunities than others. Flag those with the most as your Tier 1 event content generators.

PERFORM A GOAL CHECK

There's no sense capturing and creating more content from your events — even if it's a narrowed list of Tier 1 opportunities — if it doesn't fit your overall content strategy.

Prioritize and focus on generating event content that aligns with your goals. Ask “Why?” “Who” and “What?”

WHY ARE WE CREATING CONTENT FROM THE EVENT?	WHO WILL BENEFIT FROM THE EVENT CONTENT?	WHAT CONTENT CAN WE CREATE FROM THE EVENT TO SUPPORT THESE GOALS?
<ul style="list-style-type: none">- To demonstrate thought leadership- To build buzz- To expand into new markets- To build networks and relationships- For education and advocacy	<ul style="list-style-type: none">- Exhibitors and sponsoring companies can increase awareness and reach to customers and prospects- Organizers and producers can grow attendance and promote the event to additional sponsors or exhibitors	<ul style="list-style-type: none">- Blog articles- Email newsletters- E-books and white papers- Audio interviews or podcasts- Videos- Case studies and testimonials- Social media content

CREATE A PLAN TO CAPTURE CONTENT

Once you've identified your best content-generating opportunities, draft a plan for capturing it. Here's what your plan should include:

CONTENT TYPE/DELIVERABLE

The best way to give your event content a longer afterlife is by capturing different forms and lengths of content:

- Short snippets and sound bites
- Long-form content
- Video
- Audio
- Photos

OTHER TIPS

Create templates. Use templates for common post language, social media visuals and even video bumpers to save time.

Pre-schedule at-event content where you can. In advance, set up general announcements, sponsor recognitions and any other pre-planned content so your on-site team can focus on capturing valuable real-time content.

Recycle content. Event content can be repurposed in multiple forms. Take a flagship long-form report and break it into smaller, digestible chunks like focused blog posts. Re-purpose event presentations into SlideShares or infographics to round out your editorial calendar.

DATES, TIMES AND LOCATIONS

Where do you need to be, and at what day and time, to capture this content?

COVERAGE ASSIGNMENTS

Who is responsible for capturing and distributing content? Your team coverage might look like this:



Content marketing team: Interview company executives, exhibitors or sponsors.

Social team: Post real-time content and/or work with influencers.



Sales team: Conduct customer interviews.

Customer success/technical support: Document product demos or product Q&A.



PR: Coordinate bloggers and traditional media reps.

Legal/compliance: Review and approve real-time content.

DEADLINE/PUBLISH DATE

Identify content that will be posted in real time versus content to be published at a later date. For any content to be published during the event, designate who will need to review and approve it, and at what times.

Pull all of the above together and distribute it to the entire team. Your plan might look something like this:

TIME & LOCATION	CONTENT TYPE & DELIVERABLE	COVERAGE ASSIGNMENT & DEADLINE
Day 1, all day	Real-time reactions: Short video snippets and photos	Social team: Chris (live-tweeting) and Julie Publish date: Ongoing
Day 1, 9 a.m., Ballroom	Opening CEO keynote	Content marketing team: Madison Publish date: - Live-stream 9-9:15 a.m. - Recap long-form blog 1 p.m.
Day 1, 10 a.m.-4 p.m., Exhibit Hall	Exhibit hall open: Video interviews and testimonials with industry partners, exhibits or sponsors. Booth highlights/product demos.	Content marketing team: Jonathan Publish date: Edit for ongoing posts after event Customer success team/technical support: Tyler Publish date: Edit for post-event distribution
Day 1, 1 p.m., Breakout Room	Panel session: Photos and quotes from customer panel participants	Sales team: Mark Publish date: - Real-time during the session - Ongoing social media posts throughout the year
Day 1, 3 p.m., Ballroom	General session: Audio interview / podcast with industry thought leaders	Customer success team: Tyler Publish date: Ongoing posts every month after the event
Day 1, 4 p.m., Ballroom	Closing session: Long-form state-of-the-industry e-book	CM team: Madison Publish date: One week after the event
Day 1, 5 p.m.	Media announcement	PR team: Sarah Publish date: - Live-stream from 5-5:10 p.m. - News release 5:30 p.m.
Day 1, 5:30 p.m., Ballroom Foyer/ Ballroom	Networking reception and awards gala: Photos and video	Social team: Julie Publish date: Post Day 1 recap photos Marketing team: Marie Publish date: Curate and develop recap or exhibitor/sponsor prospectus for next year's event

CAPTURE YOUR CONTENT

Go it on your own or hire a pro? There are several pros and cons for capturing event content:

DO-IT-YOURSELF

- + Can feel more causal and authentic
- + Cost-efficient
- x Adds to your team's responsibilities
- x Poor audio or video quality may diminish impact of final content

PROFESSIONAL

- + High quality, especially for audio and video, reinforces your brand
- + Eases burden on your team
- x Adds additional cost
- x May extend turnaround times

No matter which approach you choose or if it's a combination of both, good lighting and clear sound make or break your audio and video content. **Perform a test run in every location to ensure content quality is top-notch.**

KEEP THE CONTENT FLOWING

Thanks to your solid plan you're capturing tons of great content. Now what?

While real-time content can be powerful, post-event is where the real magic happens. You spent all that time, money and resources to pull off an amazing event, so why let it go to waste?

Use these best-in-class examples as inspiration for how to keep the buzz going year-round with your event content:



Bullhorn recaps **big ideas** from its annual user conference with daily blog posts.



At HubSpot's INBOUND conference, speakers sit down and record **video interviews**, which are posted throughout the year to keep the conference top-of-mind.



Social Media Marketing World publishes visual-based inspirational quotes year-round from its **conference speakers**.



CES (formerly the Consumer Electronics Show) creates **energetic recap and preview videos** to fire up attendees, exhibitors and sponsors.

THE GOLDEN OPPORTUNITY

Turning your events into a content goldmine requires a strategic, consistent approach. If you need help planning content to capture, or are looking for creative ideas for how and where to use the content following your event, we'd love to help.

Rep Cap is a marketing consulting firm that specializes in creating and executing digital content strategies to drive growth for B2B companies. Our team of writers, editors, designers and marketers can help you create a content marketing strategy that will connect with your audience.

To find out how Rep Cap can turn your next event into a content goldmine, email hello@repcapitalmedia.com.

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