



**CONTENT<sub>4</sub>**  
**DEMAND**

# Event Strategy

## & Content Support for Digital & In-Person Events

The majority of B2B brands were forced to shift their event strategies to virtual or online models in 2020. And as they pivoted user conferences, field events and annual trade show presences to digital models, it has accentuated the opportunity to integrate the programming they are building for events into their content plans and broader online strategies.

Content4Demand works actively with clients across a variety of industries to develop strategies that integrate the speakers, topics, roundtables and other event programming into your multichannel marketing plan—ultimately allowing you to drive more leads, engage your audience before during and after the event and build relationships that drive long-term engagement.

# Event Strategy: The Details That Matter

CONTENT<sup>4</sup>  
DEMAND

To inspire audience, sponsor and client engagement—and to ensure ongoing growth for your event—you need to develop a strategy that takes you through every stage of the event planning, production and marketing process. Incorporate the details that will extend the impact of your in-person and digital content.

With ongoing content creation and community-driven experiences, you can keep your events (and your brand) top of mind all year. Here's how we help clients with in-person and digital events.

## How Content4Demand Can Help

PRE-EVENT	DURING THE EVENT	POST-EVENT
<ul style="list-style-type: none"><li>• Email promo campaigns to spark interest and drive registration</li><li>• Social media campaigns to build anticipation</li><li>• Event promo strategies, including video messages from speakers</li><li>• Direct mail to registrants with an event schedule, swag, brochures and/or sponsor content</li><li>• Promo strategies (video messages from speakers, direct mail to registrants with an event schedule and some swag or a brochure, promo content)</li><li>• Registrant emails to support process and build excitement</li></ul>	<ul style="list-style-type: none"><li>• LP copy and design</li><li>• Schedule design</li><li>• Session takeaways</li><li>• Daily event emails with attendee reminders and takeaways</li><li>• Email and communication plan (including message creation) for attendees</li><li>• Daily email updates for database, non-attendees</li><li>• At-event blog and social support (especially turnkey if the event is virtual and sessions are pre-recorded)</li></ul>	<ul style="list-style-type: none"><li>• Post-event email campaign creation</li><li>• Post-event speaker campaign creation</li><li>• Event hub/on-demand experience (design and strategy)</li><li>• Big rock asset or interactive zine, featuring embedded videos, speaker Q&amp;As and core content recaps</li><li>• Post-event content creation (blogs, E-books, influencer spotlights, etc.)</li><li>• Post-event webinar spinoff series</li><li>• Micro podcasts featuring clips from sessions</li><li>• Full podcast series creation</li><li>• Post-event roundtables and tailored “check ins” on key topics</li><li>• Content ideation based on final session content for year-round audience re-engagement</li></ul>



**CONTENT<sub>4</sub>**  
**DEMAND**

# Where to Begin

Content4Demand works with B2B marketing teams to tailor our support to your specific needs. We can act as an extension of your team, embedding into the event planning process and working closely with you to ensure you meet or even exceed your event goals. We'll collaborate with you to design a strategic plan that incorporates the most effective tactics, with ongoing check-in meetings to assess progress and make any necessary adjustments.

Tell us about your event, your goals and what you need, and we'll tailor a plan for you.

**GET STARTED**