

A large, bold, yellow number '9' is positioned on the left side of the image. The background is a blue-tinted photograph of a conference or event, showing a speaker at a podium in the distance and the backs of many audience members in the foreground.

9

CLEVER WAYS TO CREATE FRESH CONTENT FROM YOUR EVENTS

BY MARC ZAREFSKY

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EVENTS AND WEBINARS ARE FILLED WITH POTENTIAL CONTENT, BUT MOST ORGANIZATIONS AREN'T DOING ANYTHING WITH IT.

A 2023 study found that more than 80% of event organizers believe events are their most critical marketing channel for achieving business goals.

But once an event happens, it — and its content — get forgotten.

Sure, maybe a replay of the event is posted online, but if events are so important when it comes to marketing, why limit the reach of the content that comes out them? Why not leverage conference material from those events and repurpose it into new, bonus content that can be shared in the days, weeks, and even months preceding or following the event?

One panel discussion or webinar can easily turn into 7-10 separate blog posts or articles. Each of those pieces can be turned into 7-10 individual social media posts.

That's between 49 and 100 new pieces of content, just from one session!

Imagine if you did that for a series of sessions from an all-day event — you could create a year's worth of content with ease!

I've highlighted nine different types of text-based content you can create by repurposing the information shared in webinars or conferences. Each example can be used as marketing material for attendees and/or your larger follower base.

Some of the content types listed could become blog posts or articles on company websites, which helps keep the sites current and improves search engine optimization (SEO).

Some of the examples are better suited for the hosts of an event, while others are geared toward attendees or event participants.

You'll notice I didn't mention podcasts or video collateral. Those are additional content types you could pursue.

For now, discover nine text-based ways to take content already at your disposal and repackage it into fresh content that boosts your brand reputation and drives engagement.

80%

Of event organizers believe events are the most critical marketing channel for achieving business goals

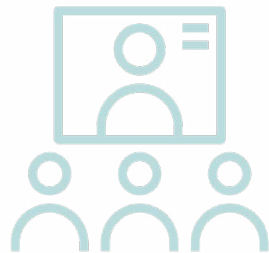
EVENT RECAP

Who this is best for:

Event hosts / Event participants / Event attendees

People don't have time to sit down and watch an entire webinar or participate in multiple days of a conference. To solve that problem, write about the key highlights of the event. Think of this as a news story that is recapping the talk or collection of speakers. Who was there? What were the most interesting sessions? What were the biggest takeaways? How did what was discussed impact the audience? By presenting this high-level overview, you're giving a taste of what was addressed.

Another analogy for this type of story is a magazine's table of contents. You want to whet your reader's appetite. If something jumps out to them as interesting or potentially beneficial to learn more about, then they can dig deeper into that topic by watching video of the entire event, learning about the speaker or engaging with additional curated content.



The American Medical Association (AMA) has done an impressive job of content creation ever since the arrival of COVID-19, including daily video updates on virus-related topics and a new video series on prioritizing equity in health care. To further boost its content production, the AMA has then taken those videos and repurposed them into a wide variety of recap posts, like [this one on why depression and anxiety are prevalent during COVID-19](#) or [this one on life as a physician mother during the pandemic](#).

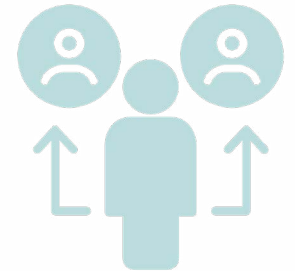
EVENT RECAP, WITH A TWIST

Who this is best for:

Event attendees

This type of article works best for businesses that attend an event or are audience members for a webinar. Much like the previous example, this story should highlight key takeaways from an online event. The twist is that in addition to recapping what was discussed, you provide examples of how your organization is implementing a key component of the presentation.

A nice example is what Cloudbakers (now known as 66degrees), a cloud solutions and change management company, did during Google Cloud Next '20: On-Air. The conference was a multi-week digital event that featured more than 200 sessions about the latest innovation for Google Cloud software.



Rather than trying to recap the entire conference, Cloudbakers identified one session that would be most relevant to its customer base. Instead of simply recapping the session, which highlighted a tool called BigQuery Omni and how it can improve the user experience for website administrators, Cloudbakers crafted an article that discussed the significance of BigQuery Omni and explained how their clients will benefit from it.

This is a great way to create content that educates your audience while also differentiating you from your competition.

INFOGRAPHIC

Who this is best for:

Event hosts / Event participants / Event attendees

In [Brain Rules](#), author John Medina found when people hear information, only 10% of it will be remembered three days later. But, if that information is presented along with a relevant image, people retained 65% of it three days later. That is just one reason why infographics have become so popular. Sure, done right, they are enjoyable to look at and visually stimulating, but they also serve a larger purpose of helping tell or reinforce a story.

Definitive Healthcare seems to understand this concept. The company does a good job of summarizing and repurposing its own online content. Just a few weeks before COVID-19 was officially declared a pandemic by the World Health Organization, CEO Jason Krantz participated in a webinar about “8 Healthcare Trends for 2020 and Beyond.” Following the presentation, [Definitive Healthcare published a corresponding infographic](#) that highlighted each of the eight trends discussed in the presentation. Each trend was briefly summarized with a corresponding illustration.



The options for an infographic are virtually limitless. You can take data from a presentation and convert it into a graphic format. You can survey panelists and/or presenters as part of their registration process about a topic relevant to your audience. You can also poll participants before, during and after a session to see how their views evolved during the course of your event.

E-BOOK

Who this is best for:

Event attendees

If a topic was touched on in great detail during a webinar or keynote presentation, you can use some of that detail as a stepping stone to an e-book or e-guide. Going this route likely will require some additional research and interviewing, but the return can be tremendous. Think of all the different uses you could have with this e-book. You could:

- Send it to event participants (if you have access to contact info).
- Use it as a lead magnet, meaning someone would download it in exchange for their email address or contact information.
- Have it serve as marketing collateral for your organization as an example of the type of content you are able to create.
- Print it out and use it as a “leave-behind” when you meet face-to-face with potential clients or customers.

CASE STUDY

Who this is best for:

Event attendees

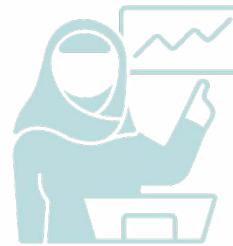
Much like an e-book, a case study would likely require additional reporting but it can serve as a great example of what one organization or individual did and how others can learn from their experience. This is particularly advantageous for associations that want to highlight success stories from among their member participants.

SPEAKER SPOTLIGHT

Who this is best for:

Event hosts

If you are hosting an event or webinar, you're likely planning on showcasing the speaker(s) in your promotional advertising. If you're looking to attract more attendees, consider doing a Q&A with the speaker(s) as a lead-up to the event. This Q&A can be quickly curated via email or a short phone conversation as part of your set-up procedure for the event. Don't ask them to give away what they will be talking about, but you can easily highlight their thought leadership as well as their perspective on key topical issues. Then, encourage readers of the Q&A to attend your event to dig deeper into these and other topics with the speaker.



You can also highlight speakers and their unique perspective as post-event content. The same Q&A strategy can work here as well. Ask a few questions of the speaker immediately after the event or in your follow-up communications thanking them for their participation. Find out what lessons they hoped attendees learned and how they think attendees can implement those lessons into their everyday lives.

GHOSTWRITTEN THOUGHT LEADERSHIP

Who this is best for:

Event hosts / Event participants

If your business hosts an event, or if one of your employees serves as a participant in an event, there is potential to use some of that content as a driver for added thought leadership. This content could be published on your company blog or LinkedIn, or that individual could post it on their own website or LinkedIn profile. It must be said that this type of content needs that person's permission, and it also will likely require one additional conversation with that person to accumulate enough information.

ADVICE PIECE

Who this is best for:

Event hosts / Event participants /
Event attendees

This is similar to the speaker spotlight in that it leverages the insight and participation of the speaker, and in fact, the content can be gathered as part of the event or the same Q&A mentioned at left. Ask the speaker what advice they would give to your target demographic. If you work at a business school, for example, and your speaker is a featured alumnus, ask what advice they would give to someone considering a MBA from your school. The point is to further tailor the content to your specific audience.

TREND STORY

Who this is best for:

Event attendees / Event hosts

If your online event touches on a trending topic, take the content that was discussed and create a story about it. This story could appear on your organization's blog, in a quarterly magazine or be pitched as a story for larger news organizations.

NEED HELP MAKING THIS HAPPEN? LET'S TALK.

As a writer and content strategist, I take what can be complex topics and humanize them to create engaging content that inspires action. I work with executives, membership associations, top-ranked universities, startups, and nonprofits.

I can help develop a content strategy that allows you to get more value out of your existing assets and create new content that appeals to your target audience and strengthens your brand awareness and reputation.



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“My organization has engaged Marc on multiple occasions to prepare printed and electronic communication materials for our development efforts. In every case, Marc has worked with thoroughness and efficiency to first gain a deep understanding of our identity and needs, and then to craft our story into compelling publications. He meets deadlines, exceeds expectations, and cares about his clients. I highly recommend Marc to anyone looking to tell their story in creative and innovative ways.”

SCOTT LOTHES / PRESIDENT AND EXECUTIVE DIRECTOR / CENTER FOR RAILROAD PHOTOGRAPHY & ART

“Marc is a pro. His strong journalistic bones and instincts made every project so much better from the start because he’s a superior question-asker in pursuit of insight. Taking what can be very detailed research findings and finding the most salient and valued way to tell the story from the work is not easy. Yet, he did this for us and did it so well.”

TOM COLLINGER /
EXECUTIVE DIRECTOR /
SPIEGEL RESEARCH CENTER

“When you need a writer who can quickly pick up your cultural voice and jump in to any industry topic, Marc is your guy! He is a pleasure to work with, professional, and hits deadlines with time to spare.”

ASHLEY KELNHOFER /
DIRECTOR OF MARKETING /
CLOUDBAKERS

“Marc used his writing and storytelling abilities to illustrate all that our Master of Science in Robotics program has to offer with stories about our students, our faculty and our alumni. We’ve heard from multiple students that the reason they applied to our program was that they had read one of Marc’s stories.”

TODD MURPHEY /
MASTER OF SCIENCE IN ROBOTICS DIRECTOR /
MCCORMICK SCHOOL OF ENGINEERING