

7 ways of capturing conference content

Boost the impact of your meeting

Events have a big impact. When you capture the content you will make the event more useful for the participants. By sharing this content you can reach the people that were not there. In that way you may interest them for your next events or for your business (content marketing). How can you turn your event into content?

What is conference content?

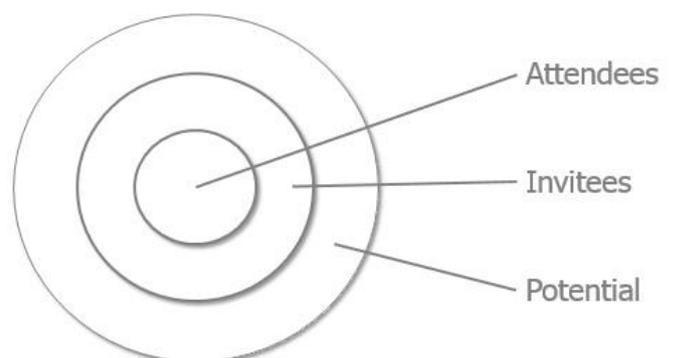
Level 1) Most organisers share the powerpoints or handouts of keynote speakers after the conference.

Level 2) At most conferences the participants will contribute their knowledge and experience in interactive sessions. If you publish the results of these sessions, it is more likely that they will have an impact. ([Click here](#) for our whitepaper about adding live interaction to your conference)

Level 3) This content is all about the atmosphere. How did the participants perceive the conference.

How can you boost the impact of your event?

1. Involve and activate your attendees
2. Share the content with all invitees
3. Reach a broader potential audience (via (business)press or via ambassadors/viral PLUS google)
4. Make your conference NEWSworthy



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1. Handouts / Report

- > make powerpoint slides available as a reward for filling out evaluation
- > use [slideshare.net](https://www.slideshare.net)
- > use keywords and descriptions (google)
- > create a whitepaper on attractive topics (google)

2. Videoreport

- > [TED.com](https://www.ted.com) : it takes a big budget to create good videos of each speaker
- > news item : it is much easier to create a short newsitem of your event: in 90 seconds you show the highlights, very usable! (promote your next event)
- > use [youtube.com](https://www.youtube.com) (optimized for all platforms)
- > use keywords and descriptions (google)



3. Wall-report / Business Cartoonist

- > an image says more than a thousand words
- > humour makes the message stick
- > the wall report covers facts and emotion (fun)

4. Magazine

- > turn your conference into a glossy magazine
- > an editor, illustrator, photographer and designer create a magazine on the spot
- > you can send the magazine to the participants on the day after the conference
- > check out magazine-on-the-spot.nl
- > do it yourself using the easy webtool instantmagazine.com

5. Live mindmapper

- > a live mindmapper is a person who draws a mindmap of your session
- > project the mindmap on the screen to add structure to brainstorm
- > send the participants the mindmap as a practical and to-the-point document for action

6. Twitter reporter

- > a twitter reporter actively involves your targetgroup on twitter
- > this is a real basic way to turn your conference into a hybrid event

7. Platform: Conferize

- > use an online social platform to collect and share your content in one place
- > allow your audience to interact and debate
- > see example from [The Meeting Show](#) on [Conferize](#)

Additional recommendations

- > Keep it short and useful.
- > Follow up as quickly as possible (the week after the event).
- > Limit the frequency of sending out messages.



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Conferize is a ready for use social platform on which you can share multiple types of content (video, social, etc) before, during and after the event. Participants can subscribe for free.
<http://www.conferize.com>



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Aaaaha! the Actor Factory offers creative solutions for capturing content: mindmappers, cartoonists, wall-report artists etcetera. Based in the Netherlands but eager to travel ;->
<http://www.actorfactory.com> / <http://youtu.be/SKcNj-zsbsA>



This session is powered by the Meeting Design Institute. The Institute organizes conferences and workshops for meeting planners. They offer a free toolbox to download at:
<http://www.meetingsupport.org/catalogue>

Each January the Institute organizes a conference about Meeting Design, held in Copenhagen: <http://www.thefreshconference.com/>

Further reading: [How to organize the event that no one would want to miss.](#)