



Passnotes

Best Practice in PR and Marketing



THE HENLEY GROUP INTERNATIONAL

Content with your events?

A practical guide to using content marketing
to enhance your event

Hosting your own event for a business audience can be daunting and involves attracting great partners, participants and speakers, sourcing the ideal venue and managing catering and logistics - and that's before you start tackling the attendee list.

Given the significant management time and investment that goes into an event, organisations are beginning

to recognise the importance of a targeted pre- and post-event content strategy in boosting their brand's exposure and driving interest around an event.

Our practical guide about using content intelligently to enhance your B2B event includes expert tips on pre- and post-event content, and how to best promote your event on the day itself.

PLANNING YOUR EVENT

The Henley Group International has managed the promotion of corporate events for more than 30 years. How we promote these events has, naturally, shifted; today we support our clients with engaging, smart, multi-format content that can be repurposed and used across a number of platforms.

This approach, coupled with our work in public relations, boosts event sign-ups, generates leads pre- and post-event, and raises awareness for our clients and their events.

A content strategy should form an integral part of any event planning activity. To do this, map out a content production calendar containing a well-structured variety of content.

Here is a list of key considerations to think about when planning content to support your event:

Audience:

Who do you want to attend, and what topics or themes will resonate with them? Which social platforms would they use, and what media titles would they read?

Theme:

Does your event have a key theme, or themes? Do you have topic experts you can call on to share insight?

Insight:

What stories, guidance or information can be produced to support the event's themes?

Format:

Consider how video, webinars, blogs, reports, gated content, interviews, case studies and thought leadership pieces work with your event theme, and spokespeople.

Speakers:

Do you plan to have speakers or presentations at your event?

PRE-EVENT: CREATING A BUZZ

Creating a buzz around your event is vital. It increases awareness, maintains interest and drives attendance. The best way to do this is to produce varied content that offers value to your audience.

1. Themed content

Content that relates to the overarching theme of your event is a great place to start. Create blog posts that delve into your event's theme, using a variety of formats such as listicles, Q&As and news blogs.

Explore the use of infographics (great if you have research data to promote), videos and webinars. You might also want to create a more substantial piece of content, such as a whitepaper. This could feature on your website as a gated page, with the aim of generating leads interested in the theme of your event.

2. Speaker content

If your event centres on keynote speakers, panels and presentations, then you may want to consider leveraging your various speakers in advance of the event. Work with them to produce interview content, guest blogs or thought leader pieces. In turn, your speaker will promote your event and drive organic interest.

3. Promotional event content

Promotional content is less about insight, and more about sharing with your audience what they can expect at your event. Drip feed information about speakers, the venue, the agenda, any major exhibitors. If it's being held in a notable location, promote that. Encourage people to register or sign up so they're kept updated with event news and tell people how they can attend.

Here are few more things to consider:

Paid content:

Boost that great content you've produced by investing in a sign-up campaign on a social media platform, such as LinkedIn. You can pinpoint a demographic and manage the campaign in real time.

Hashtag campaigns:

Use a unique hashtag to attach to your event communications. Use it on all social posts and encourage exhibitors, speakers and guests to use it too.

Press release:

Distribute a press release in advance of the event, announcing key speakers and exhibitors.

Media attendance:

Consider inviting industry media to cover your event and, if they attend, ensure they get to meet key speakers, participants and exhibitors.

EVENT DAY

Getting content right on event day is key to mastering communication with attendees and maintaining the interest of your followers on social media. Interview your attendees, talk to the keynote speakers and take lots and lots of pictures.

Use the insight you gather from your interviews as a springboard for content ideas post-event and for any future events you may hold.

Event day content activity that should be on your checklist might include:

Live reporting on social media:

Posting quotes, photos and videos from speeches and panel sessions

Video interviews:

With speakers, attendees and organisers.

Live blogging:

On keynote topics, accompanied by social media to amplify the content

Attendee engagement:

Encourage attendees to post about your event (using the event hashtag)

POST-EVENT

It's important that your event is kept front of mind, long after the day has gone. Avoiding radio silence with your attendees after an awareness campaign is vital if you're to build on the interest you generated.

Do this by creating blogs that feature 'key takeaways' from the event, citing insight from your speakers, feedback from guests and linking to event day content.

This is useful for attendees, but also for those who couldn't make your event (show what they missed this year, and ensure they do attend next time!)

Pull together a highlight video containing footage or images from the event, with subtitled content so your audience can easily view it on social media without needing sound.

Finally, use the insight gained from attendee feedback to craft future content strategies, and inform blogs, articles and video content. Clearly this same insight will help guide the format, timing and location of any future events you hold.

A RECAP

Creating insightful, relevant and useful content for your audience is key to the success of your B2B event. Planned and executed properly, a content campaign can not only attract attendees to the event itself, but will engage with your wider audience who might be keeping an eye on your event remotely.

Finally, when it comes to content quality is more important than quantity, and this content cannot be overly promotional. Don't tell your audience why they should attend – show them!

CASE STUDY

We supported Milestone Systems at its 'Power of Video' end user event with engaging content.

Pre-Event

In the run-up to the event we developed articles that addressed topics that the event would go into in further detail. These were shared by executives across their LinkedIn networks. Feature articles were also created and placed in trade publications. Separately, social media encouraged readers to register.

During the event:

At the event, we posted images to social media and captured and shared brief video interviews with guests, garnering their opinions on the issues raised. We also used the event to unearth case study leads from end users.

Post event:

We helped keep the event upper mind - and reminded those who were unable to attend to ensure they registered for the next event - with content including articles in the trade media, and further LinkedIn posts.



Neil Killick

EMEA Leader, Strategic Business at Milestone Systems

15 articles

Following

Imagine being able to intelligently see the way people move around your stores, cities, offices and warehouses. Using video, you gain a powerful way to grow sales, improve your customers' experience, boost operational efficiencies and make your environment safer. Creating a more secure and responsible world.



Specialist expertise

A specialist PR and marketing agency with more than thirty years' experience, the Henley Group International started out providing trade and technical press relations to the IT sector.

Over the years we expanded into broader industrial and technical sectors, developing advertising, marketing and digital capabilities to meet client demands. We were quick to recognise the potential of social media and are adept at producing engaging content that works hard online.

As an independent agency our dedicated team is able to provide a level of service and flexibility that big-name agencies are unable to deliver.

Senior executives work on all client accounts on a day to day basis, helping us meet the exacting needs of some of the biggest global brands.

These clients value our expertise, our experience and our proven media contacts. Above all, they appreciate our strategic consultancy, delivered with a personal touch.

While most clients retain our services to address medium to long-term PR objectives, we also work on a project basis for those with an immediate goal.

We also provide project-based solutions for smaller companies and start-ups, or for organisations that need to supplement in-house capabilities.

Not only can we support your event with content, but we also organise corporate and special events; handling every stage of the process from sourcing exclusive venues, to securing the very best in catering and entertainment. Providing the type of event that no 'corporate hospitality' firm can match.

From factory openings with the Prime Minister, to sponsored Polo matches with HRH the Prince of Wales, HRH the Duke of Cambridge and Harry, Duke of Sussex, we have created bespoke events for Invesco, Xtrac, Microsoft, 3M and NEC, to name but a few.

Let us organise your corporate or special event.

Broad experience

Our focus on the business to business environment means we understand the challenges that organisations face, we are familiar with the sales channels they rely on, and we recognise the demands that their customers typically place on them.

We understand the trends that are changing the world we live in; from the rise of automation and the growth in the IoT, to the importance of data and the regulations that govern their use.

We write about everything from the role of industrial regulations and the impact of GDPR, to the growth in renewable energy and the shortage of IT skills.

More practically, we work well alongside sales, service and technical people, ensuring that PR and marketing supports their efforts, as well as building the broader brand.

Our experience covers a wide range of technologies, products and services across a large number of business to business sectors, including:

- Building and construction
- Electrical
- Energy
- Fire and security
- Health and safety
- Industrial technology
- Information Technology
- Logistics
- Manufacturing
- Medical and healthcare
- Petrochemicals
- Pharmaceuticals
- Power
- Testing and certification
- Recruitment
- Security
- Software
- Telecommunications
- Trade groups
- Transport and logistics

Are you planning an important event? Get in touch with the Henley Group team to find out how content could accelerate attendance and drive leads for your business.

Tel: +44 1491 570 970

Email: group@henley.co.uk

Copies of other Passnotes, the Henley Group's guides to best practice in PR and marketing, can be downloaded at www.henley.co.uk



Market House
33 Market Place
Henley on Thames
Oxon
RG9 2AA

Tel: 01491 570 970
Fax: 01491 575 327
Email: group@henley.co.uk
Website: www.henley.co.uk



@Henley_Group



The Henley Group International

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