EVENT CONTENT PLAYBOOK

Your event shouldn't end when everyone goes home.

12 ways to make one event's content work for months. Treat every event as a content source, not a content moment.

BEFORE THE EVENT

01 Invite the press
A good panel is a ready-made story. Send journalists a short brief on speakers and angle.

02 Pre-sell a write-up
Offer a trade title an exclusive review that your team writes afterwards.

03 Name a photographer and scribe
Someone owns the photos and captures the best quotes word for word.

04 Record it properly
Good video and clean audio become your clips, replays and podcast.

WITHIN 24 HOURS

05 Email attendees the next day
Takeaways, slides, photos and the date of your next event, while interest peaks.

06 Give speakers a share pack
Photos, their best quote as a graphic and suggested post copy. Their networks multiply your reach.

IN THE WEEKS AFTER

07 Post a takeaways carousel
Five or six sharp insights for everyone who couldn't make it.

08 Cut 30–60 second clips
Standout moments for LinkedIn, Instagram Reels and YouTube Shorts, spread over weeks.

09 Share your poll results
What your audience thinks is a story. Repeat questions to build your own dataset.

10 Answer the questions you missed
Publish speakers' written answers to the audience questions left on the table.

11 Release it as a podcast
Clean audio plus a short intro reaches new listeners at little extra cost.

FOR THE LONG TERM

12 Build themed content hubs
Group recordings and write-ups by topic, not date, so they keep working for search.

One event. A quarter's worth of stories. Plan for the next chapter from the start.