

Content Marketing Strategy for Events

BEFORE THE EVENT

Build your audience before you need it

12+ Weeks Out

Topic-led content

- Open CFP to map community expertise
- Blog posts on your event's core themes
- Industry perspective pieces

8-12 Weeks Out

Speaker spotlights

- Pre-event speaker interviews
- What they're working on right now
- The question they'll answer on stage

4-8 Weeks Out

Community content

- Open topic & session voting to your community
- Invite alumni to build a sample agenda
- Agenda reveals by track or theme

0-4 Weeks Out

Urgency & logistics

- Final agenda announcement
- Waitlist / last-chance push
- Practical attendee information

DURING THE EVENT

Document the moment — don't just broadcast

Real-Time

Capture ideas fast

- Best one-liner per session
- Shareable summaries for in-room attendees
- Live Q&A standout moments

Throughout

Authentic moments

- Attendee reactions on camera
- Speaker soundbites post-talk
- Whiteboard / workshop captures

Each Session

Raw material bank

- Record everything you can
- Collect speaker slide decks
- Note the hallway conversations too

End of Day

Daily wrap content

- 3 things we learned today
- Most-asked question of the day
- Tomorrow preview teaser

AFTER THE EVENT

Extract the value for the next 90 days

Week 1

Event wrap-up

- Theme recap (not a runsheet)
- Top quotes & ideas from the floor
- Photo & highlight reel

Weeks 2-4

Session breakdowns

- One post per major talk
- Speaker follow-up Q&As
- Attendee survey insights

Month 2-3

Evergreen content

- Long-form pieces built from talk transcripts
- Data or research shared on stage
- "What we learned" perspective posts

Ongoing

Amplify your speakers

- Tag speakers in their session clips
- Share their post-event posts
- Co-create follow-up content