

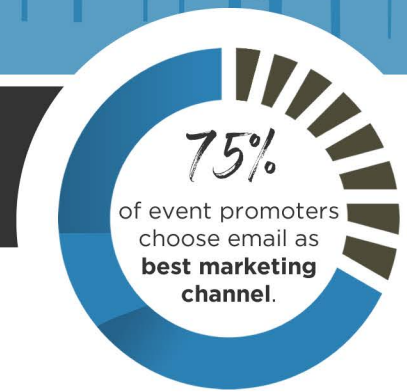


# Reporting **LIVE** from your event

Comprehensive coverage **before, during**  
and **after** your event.

“Event marketing is a year round, ongoing process. Think before, during, and after the event.”

- **Liz King**, TechsyTalk



Whether in person, virtual or hybrid, an association’s events are paramount to driving excitement, thought leadership, networking, and non-dues revenue into the organization. An event daily adds long-term and continuous strength to the event – providing engaging and informative content for attendees, vendors, and those that weren’t able to make the event. As a valuable source of news, updates and session coverage, an event daily is a must-have element to hype up an event.

## Features

**Strategy** - based on an association’s overall event goals, we’ll develop a strategy wrapped around pre-show, onsite, and post-show coverage, optimized for utmost engagement opportunities.

**Onsite coverage** - our editorial team works along side the association’s team, chronicling the event through text, photos and videos.

**Comprehensive session summaries** - from major keynote addresses to important education sessions, your onsite editor will produce executive summaries of your conference’s most important events.

**Sponsorship sales** - put our digital sales team to work finding relevant vendors interested in getting in front for your event attendees beyond the expo floor. The end result is valuable exposure for these industry suppliers, and non-dues revenue for your organization.



# Your Dedicated Team

In partnership with your association, our team works hand-in-hand with your team with one goal in mind ... to produce an engaging event daily your organization can be proud to distribute before, during and after the event.



A dedicated **strategist** works with your association to determine key sessions, information, and photo + video ops to cover at the event. The strategist will outline all coverage and determine deadlines and deployment schedules.



Our **editorial team** is on-site, creating session summaries; soliciting attendee, presenter, and exhibitor quotes; taking photos and videos; and creating + deploying your event daily. They work with your association's team on approval of all content and visuals. Adjustments are made for virtual events.



Event dailies offer an engaging advertising medium that allows exhibitors to present their key promotional messages to conference attendees. Our expert, consultative **digital sales team** is ready to populate your event daily with a tasteful amount of advertising, bringing more NDR to your organization.



Our **creative team** is focused on digital design, using their expertise to create the various assets needed for an engaging event daily. From mastheads and sponsor + house ads, to event photos and videos, our team makes the event daily design look awesome!



**Looking to take your event daily to the next level?** How about a podcast focused on the event? Let us create a 6-episode pre-show series featuring interviews with staff, attendees, exhibitors and presenters. Supplemented with advertising, this podcast add-on comes at no-cost to the association\* and provides another engaging way to hype up your event. And the best part? We handle everything from hosting to recording, post-production, deployment and promotion.

## Options

We offer two pricing models for our podcasting solution, including one no-cost solution supplemented by ad sales.



### Ad-Supported

**Looking for a low-cost solution AND non-dues revenue?** Let our consultative sales team supplement your costs with this ad-supported model. Plus, we'll pay you a percentage of all sales in the form of tax free, non-dues revenue.



### Pay-for-Service

No ads? No problem. This pay-for-service solution provides everything needed for a successful event daily. Price is based on a pre-determined number of issues. Contact us for a customized quote for your association.

\* based on certain association qualifications.

