

Audio Content for Events

BENEFITS TO ORGANIZERS

Producing audio content can be done in advance of, during or after an event.

- *Daily bonus content for attendees*
- *Build a content library over time to support your mission*
- *Audio interviews of keynote speakers and other presenters become source materials for [more in-depth articles](#)*
- *Use in marketing assets for future events*
- *Interview presenters, attendees and vendors to get testimonials about the value of the meeting to use in your next promotion*
- *Create loyalty: Help your KOLs build their brand*
- *Targeted advertising space for vendors*
- *Offer recording time to vendors as part of a sponsorship package*
- *The spectacle of the recording space itself creates engagement and conversation*

BENEFITS TO ATTENDEES

- *Portable, on-demand content*
- *Differentiated experience*
- *Added value from sessions they might have missed*
- *Content available at a different level than in a live session*
- *Listen on the way home or preview some speakers in advance of the event*
- *Audio is consumed when people are free from interruption with time to think and digest your message*

WHAT IT LOOKS LIKE

- *Table top or conference room with 2 microphones. Sound equipment takes up minimal space. Two chairs, microphones, headphones, stands, mixer, recorder, laptop.*

WHAT YOU GET

The recording output for each interview or speaker is a .wav or .mp3 audio file.

Use the raw, unedited conversation on a website immediately, or receive an edited and processed file after a short delay. The delay depends on the interview/recording schedule, the level of post-production desired (music, voice-over intro, calls to action etc) and number of people on the audio team available for editing.

Transcripts available within 24-48 hrs.

[Contact Life Science Marketing Radio for a quote.](#)

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