

AUDIO CONTENT FOR EVENTS:

8 Ways Audio Can Grow a Community Around Your Event



CHRIS CONNER



8 Ways Audio Can Grow a Community Around Your Event

As a conference or meeting planner, you're trying to build a community and deliver an outstanding experience. But busy attendees may lose touch with you in the six months between your event and the next promotion cycle.

Providing valuable content on a regular basis is a simple way to keep your community engaged all year round. Audio content is ideal for helping you build and maintain an engaged community. **And it may not cost you a penny.**

Consider these eight ideas to grow your community with audio, before during and after an event.

- Speakers have more to offer than their presentations. Attendees are interested to learn about their backgrounds, careers and perspectives on industry trends. Record these “backstory” conversations and release them throughout the year.
- Interviews of keynote speakers and other presenters are excellent source materials for [more in-depth articles like this one.](#)
- Build a content library over time based on transcribed interviews and articles to support your mission and provide SEO benefits to your website.
- Help your KOLs build their brand by providing extra exposure. And when they share it helps you.
- Pre-interview speakers to promote the event and build interest in their topic. Use audio snippets from the event itself as marketing assets for future events.
- Make selected content available as a lead generation offer to build your list
- Audio recordings or transcripts can help the press know how to cover your event
- Get all of this at no cost by selling advertising space for exhibitors. Sell highly effective 30 second pre- and mid-roll ads inserted in audio content to fund the entire effort.



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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
- Listeners feel a closer connection to the speakers and the community
- Audio is consumed when people are free from interruption with time to think and digest your message

How to Work with Me

1. Schedule a call.
2. We'll discuss your goals.
3. I'll map out a strategy for creating, distributing and repurposing your content for maximum benefit.
4. We'll execute together. I stay with you to help along the way.

[Click here to schedule a call.](#)

Or copy and paste: <http://calendly.com/chrisconner/30min>

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