

# Content-First Approach

Optimizing your content for an engaging digital experience.

## Audience's Desired Outcomes

Take a moment to revisit the basics. What should your audience think, feel and do as a result of attending your digital experience?

**THINK.** \_\_\_\_\_

**Sample**

[Program] is a 'must attend' event to get information on how digital transformation will impact my company's business operations.

**FEEL.** \_\_\_\_\_

**Sample**

Connected to other members of the user community with similar business challenges as me.

**DO.** \_\_\_\_\_

**Sample**

Talk with a sales orchestrator about expanding the use of our products to different areas of their business.

## Program Goals & Objectives

What are your program objectives? Have they evolved based on the current state of the world?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

## A Virtual Event is Still an Event

Whether your event is live or virtual, you can still successfully meet the same desired outcomes and objectives.

However, when building a digital experience, you must approach content in a way that aligns to a digital medium in order to maintain your virtual audience mindshare and achieve your goals. While the messaging stays the same, you will need to have a plan to repackage and edit your content that appeals to common digital audience behaviors.

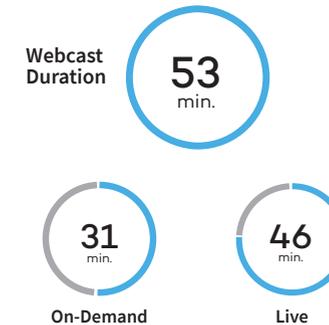
## Digital Audience Behaviors

### Duration surpasses view time

The average webcast duration for a virtual event is 53 min.

However, the average **view time** is only 31 min of an on-demand webcast and 46 min for live webcast.

— Intrado Benchmark Report, 2019



### Two-Way communication is a must

Research shows that

**47%**

of people are more likely to ask a question at a virtual event than a Face to Face event.

— Eventbrite, 2020

### Personalization fuels results

**96%**

of respondents believe events are expected to be more personalized than ever.

— Social Table, 2019

## Common Barriers

We know there may be challenges when approaching your digital content. The key to overcoming them is an organized approach that ladders up to your strategic program objectives and being mindful of digital audience behaviors.

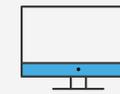
## Organizing an Approach

Tactics to help you overcome barriers and meet your digital experience goals.

### BARRIERS



Content is "too important" to cut



Content is currently designed for a single medium



Hard to navigate internal politics & attain executive buy-in



Team bandwidth



IT Security policies

### APPROACH

Develop a communication campaign that strategically pulses out content to supplement the digital experience and has interactive touchpoints to keep your audience engaged with your messaging between events.

Optimize existing content for digital channels with tactics such as timed segments, interactivity, storytelling and broadcast best practices.

Survey your audience pre-event—what do they want to hear? Use the findings to help attain internal alignment on where to focus your content.

Assess your team as you continuously evolve into digital programming. Align team strengths, and identify any gaps. Remap roles and responsibilities as needed, and bring in expert partners to supplement time or skill-sets.

Involve security and IT stakeholders early in the planning process. Attaining this POV early on will be key in integrating virtual platforms and technology, refining streaming logistics, and ultimately save time down the road.