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# Make It Last: How to Turn Event Content Into Year-Round Impact

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**VOXO**

## Summary

Victoria Akinsowon from Cvent presented on how to extend the impact of event content throughout the year. She emphasised the importance of creative content formats and delivery methods to engage attendees actively. Traditional formats like panels and presentations are not inherently flawed, but it is crucial to create experiences through content that resonate with attendees and prompt them to take action. Akinsowon discussed various formats such as debate-style panels, gamification, and experiential elements, highlighting their effectiveness in maintaining engagement and delivering fresh perspectives. She provided examples from Cvent Connect Europe, illustrating how these innovative formats can invigorate an event and make it memorable.

Akinsowon stressed the value of content co-creation, where the audience is actively involved in generating content. By giving attendees ownership and encouraging peer-to-peer knowledge exchange, events can become more relevant and insightful. Workshops and summits were cited as successful examples where participants shared their expertise and challenges, contributing to post-event content like white papers. Intentionality in discussion topics and poll questions is key to capturing valuable insights that can be repurposed into useful content.

Repurposing event content was a significant focus, with Akinsowon advocating for transforming existing assets into various formats suited to different platforms. This approach amplifies the event's message, establishes the brand as a thought leader, and maximises ROI. Different types of sessions at events can yield diverse content, from teaser reels and highlight clips to blog posts and podcast episodes.





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Planning from the start, with clear goals and understanding of evergreen topics, ensures the longevity and relevance of repurposed content. Akinsowon highlighted the importance of adapting content to platform-specific requirements, such as vertical formats for social media.

The planning process involves pre-event considerations like setting clear goals, identifying evergreen topics, and ensuring high production quality for recorded sessions. Post-event, it is essential to analyse registration data and feedback to identify popular and valuable content. Unique and helpful insights should be prioritised, and content gaps filled based on an audit of existing assets. Distribution strategies are crucial, with decisions on where content will live and how it will be promoted across various channels.

Akinsowon also touched on the role of technology in facilitating content creation and distribution. Tools like Cvent's attendee hub app help capture valuable insights through surveys and Q&A questions, which can be transformed into blog posts, videos, and social media content. She encouraged exploring AI tools for video editing and content creation, noting their potential to streamline workflows and enhance engagement.

In the Q&A session, Akinsowon addressed questions on gamification, balancing fun and technical content, and engaging attendees before and after events. She emphasised the importance of aligning gamified activities with content pillars and objectives, promoting them ahead of time, and leveraging social proof post-event. Her responses reinforced the need for intentionality and relevance in all aspects of event content strategy.

# Takeaways

## **Creative content formats are essential for engaging attendees**

Victoria Akinsowon emphasised the importance of moving beyond traditional panels and presentations to create experiences that resonate with attendees. Formats like debates, gamification, and experiential elements can maintain engagement and deliver fresh perspectives, making events memorable and impactful.

## **Content co-creation involves active audience participation**

Akinsowon highlighted the value of involving attendees in generating content, which enhances relevance and insight. Workshops and summits where participants share expertise and challenges create opportunities for post-event content like white papers, making the event more meaningful and useful.

## **Repurposing event content maximises its impact**

By transforming existing assets into various formats suited to different platforms, event organisers can amplify their message, establish their brand as thought leaders, and maximise ROI. Planning from the start with clear goals and understanding of evergreen topics ensures the longevity and relevance of repurposed content.



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