

Event Marketing Content Checklist

Before the event

- **about us description for event directory / brochure**
- ad copy/design for event magazine / app
- landing page for event app
- **information page on your site about the event**
- **invitation to customers email**
- **banners for social media**
- social media post series with infographic
- where to find us expo floorplan
- campaign promotional messages
- campaign media display ad / advertorial
- **campaign press release**
- thought leadership article
- strategy / methodology thought leadership white paper
- technology thought leadership white paper

Event stand (prepare well in advance!)

- **design concepts, slogan/tagline, headlines for booth backdrop and banners**
- **digital display video / slideshow**
- **print brochure / flyers**
- **one-pagers / datasheets about products/solutions**
- internal briefing notes for salespeople e.g. elevator pitch, objection handling, useful stats
- **lead capture forms (print or digital)**
- in-event vox pops / interview plan and script
- in-event live social media coverage of conference talks and scenes
- virtual in-event social media coverage of discussions on hashtag

Event follow-up (also prepare well in advance so it's all ready to go!!)

- white paper or report relevant to market / solution (send as email attachment to leads)
- **post event follow up email script for salespeople to adapt and send 1-1**
- **post event automated email sequence for general business card drops**
- solution video explainer as part of follow-up email series
- solution infographic as part of follow-up email series
- **post event news / views roundup**
- **post event photo gallery**
- post event video from booth interviews
- announcement of event competition winner

Other high impact content to consider

- guide for managers / salespeople attending the event about how to tweet / what to say
- event speech storyboard, research, copywriting, graphics, slideshow design
- pre event speaker / CEO / spokesperson video
- collaborative ecosystem partners white paper
- collaborative partner in-event video interviews
- collaborative partner post event blog post / video podcast
- market research report
- competition / promotion concept design and copy, banners, flyers
- case study flyers (print and PDF)
- post event webinar project (useful to invite people in the event and chase afterwards)

About Adastra

What if your solution is set to change the future of finance? And what if your long-established bank or payments enterprise is innovating its way back into the game to compete with the startups?

The answer is, it doesn't matter at all if the right people don't hear about it. You need to tell your story in the most powerful way possible, reaching the right people at the right time, to build a snowball effect of awareness and an avalanche of new business.

Talk to the fintech fanatics at Adastra: we're immersed in your industry, so you spend less time explaining the basics of what you do, and more time getting connected with media, influencers, and your target audience.

What we do:

- Content marketing: research & idea creation, copywriting & design, publishing & promotion
- Copywriting for specialist purposes: white papers, press releases, award submissions, speech writing, sales collateral, video scripting
- Brand guide projects and marketing strategy

Adastra: Connected marketing for fintech and payments innovators

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