TURN ONE LIVE EVENT INTO MONTHS OF CONTENT

BEFORE YOU LEAVE THE ROOM (DAY 0)
- ○ **Capture:** hero photos, wide shots, speaker close-ups, 10–15 sec B-roll.
- ○ **Collect:** slide decks, speaker bios, attendee list, audience Qs.
- ○ **Get approvals:** speaker/venue media consent (yes, it matters later).
- ○ **Note quotables:** 5–7 punchy lines you can attribute.

DAY 1–3: TRIAGE AND ORGANIZE
- ○ **Transcribe video;** mark timecodes for best moments.
- ○ **Select** 12–20 photos; flag 3 "top" images for social/thumbnail.
- ○ **Draft recap outline:** 3 takeaways + 3 quotes + 3 images
- ○ **Send** thank-you email and set SDR/AE follow-ups for warm intros.
- ○ **Create a shared folder:** assets, clips, approvals.

WEEK 1: PUBLISH THE ANCHOR ASSETS
- ○ **Post** the recap + photo gallery.
- ○ **Exec LinkedIn post** (quote + image + tag panelists).
- ○ **Email newsletter:** Recap + CTA (book a follow-up).
- ○ **Add UTMs** to every link (you'll want attribution later).

WEEKS 2–4: DRIP THE SNACKABLES
- ○ **3–5 video shorts** (30–60s) for LinkedIn/ YouTube Shorts.
- ○ **4–6 quote cards** (speaker headshot + line + logo).
- ○ **1–2 mini blogs** expanding key takeaways.
- ○ **Optional:** Quick webinar/Q&A to continue the conversation.

WEEKS 4–6: SALES & ABM FUEL
- ○ **Case study:** 1-pager with outcomes + quotes.
- ○ **Sales kit:** Clips, deck snippets, FAQs for AEs.
- ○ **ABM ads** to target attendees + lookalikes using top clips.
- ○ **Nurture sequence:** Recap ➜ clip ➜ case study ➜ book a meeting.

MONTH 2+: EVERGREEN & SEO
- ○ **Build/update** a pillar page on the event topic; embed best clips.
- ○ **Compile** a 2–3-minute sizzle from shorts.
- ○ **Refresh** internal links and add schema where relevant.

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