



be the voice

MEDIA SOLUTIONS

Be recognized as an industry voice — in just days — with live reporting and production from Spark Media Solutions

Conferences and trade shows are notorious for presenting tons of valuable information which is then unfortunately lost. When an event ends, all those leading keynote sessions, insightful panel discussions, and the most prized gems—great hallway conversations, disappear or become faint memories trapped in just a few minds.

Don't let it. Because of the volume of content and attention, a live event is a great occasion to launch your industry voice. If you're producing a user conference or attending a conference that's connected to your business, let Spark Media Solutions help you capitalize on the "industry voice creating" opportunity by reporting on the event for you, in your voice, across multiple media platforms.

Spark Media Solutions has developed a highly-tuned production process for live events that generates a large volume of valuable editorial during an extremely short period of time. Other content producers will get the video up next week and that article up in a day or two. Our production and social media distribution is ongoing and finished by the time your event ends.

Businesses are still hesitant to create thought leadership

Developing an industry voice takes time, money, and dedication—three variables most companies don't have in abundance. Reduce the cost and the time, and let Spark Media Solutions put in the needed dedication at your conference or trade show. Let us jump start that recognition from months or years to just a few days with our efficient live event reporting and production.

Thought leadership is critical to your business success

Businesses want to be thought leaders, but they don't have the time and/or budget to dedicate themselves to building that thought leadership. And as a result, businesses convince themselves that thought leadership is something that would be "nice to have," not "critical to have."

That's no longer the case. In the new economy of ideas and information, your business growth is dependent on your ability to educate your audience at the time they need to make decisions. Every time you provide an answer at a key decision point, you move potential consumers along the decision making process to purchase. The goal is to turn these seekers into consumers and ultimately evangelists who in turn will help your business continue to provide decision making information.

Our editorial, production, and social media process records the event with photos, articles, blog posts, videos, streaming video, audio, micro-blogging, and tons of other new and social media services.

Live event reporting and production services

Blog report on every session – This is our core responsibility. You programmed the event. We want to cover your programming.

Captured buzz in the hallway – Individual interviews, streaming live video with interactive chat, podcasts, or short form videos.

Daily show report – Summary of the day's event in text, audio, and video.

Live back channel discussion – Via text chat, audio streaming, or video streaming, a channel is kept open for people to converse about the event.

Ongoing "in the know" status reports – Using a micro-blog service like Twitter, all attendees can track one channel to participate and get important updates.

"Wake up" party video – Who pays attention on the last day of your event? Give them a jolt in the morning on the last day with a short party video that stars your attendees. The video is shot and edited at the event.

Social network discussion board – An area for people to post content who aren't necessarily ongoing content creators (e.g. have their own blog).

Opportunity to find and engage with top content creators – For bloggers attending your event, share, collaborate, promote, and draw their audience (physically and virtually) to your event.

A zero cost decision – Traditional editorial content is financed through advertising. Do the same for your event. Let your audience know that funding for your sponsorship or event's editorial coverage is made possible thanks to these corporate contributions. Once you disclose your relationship with your funders, you can sponsor posts, interview sponsors on video, and/or create a summary post of all the sponsors and services they offer.

Become your industry's leading voice...quickly. Reporting and producing during a live event is the best way to broadcast your voice loudly to the people who matter the most: your attendees, speakers, sponsors, and everyone else who's watching virtually. Don't let the wisdom of your event disappear after the event is done. Let it live on. Let your business and knowledge be recognized by your peers today.

Samples of work

Find plenty of examples of our live event reporting, here: <http://bit.ly/sms-videos>

Further reading

Get recognized at your next conference by reporting on it

February 8th, 2009 - Don't just attend or sponsor an event, report on it, from your voice. If you do report, you'll get a lot more value, attention, and connections. <http://bit.ly/livereporting>

How to "Web 2.0-Enable" your Live Event

November 18th, 2007 - Amplify the value of the "liveness" of your event by layering it with social media tools to improve physical logistics, distribute information, connect people, and enhance face-to-face conversations. <http://bit.ly/web2enable>

What Next?

Follow up with Spark Media Solutions

For additional questions about programming and pricing, please contact Spark Media Solutions at info@sparkmediasolutions.com or 415-794-9135. What do you think works the best, and what should people not waste their time on? I welcome your feedback and dialogue on the topic.

Testimonials of David Spark and Spark Media Solutions

"At trade shows, we want recognition and connections. David Spark's industry connections and non-stop production, increased the value of our presence exponentially. Spark works his tail off for his client, capturing the excitement of the show and our business. Through search and blog traffic his videos and articles resulted in dramatically increased exposure for Riverbed."

- Van Diamandakis, VP, Corporate Marketing, Riverbed

"Professional, skillful, reliable, sharp-witted, go-getter...these are the words I'd use to describe David Spark. We were highly impressed with David's ability to dive into our event with minimal upfront direction and upload 20 videos and corresponding blog summaries that captured the essence of ad:tech."

- Don Knox, Vice President, ad:tech Global

"David Spark captured the essence of our Enterprise 2.0 Conference and his coverage generated a lot of buzz on our community site and beyond. David is a guy who truly 'gets it' and it comes through in his coverage. The speed with which he creates such interesting and relevant content is impressive. My only worry is that he'll get so busy he'll be hard to book!"

- Stacy O'Connell, VP of Marketing, TechWeb

"David immersed himself in the issues, engaged with the community and did an excellent job capturing the buzz at our recent Enterprise 2.0 Conference. David took our conference to a new level with an onslaught of insightful blog posts and video interviews that happened in near real-time."

- Steve Wylie, General Manager, Enterprise 2.0 Conference

"David Spark was instrumental in helping create the buzz and informing the CMOs in the CMO Club, the insights and excitement from our CMO CLUB Summit. He not only got to the heart of the issues discussed and reported effectively, he personally committed to the success of our event. I love his passion, intelligence and delivery as well. A great journalist in this new era of social media."

- Pete Krainik, Founder, The CMO Club

"David Spark amazed me and impressed the sponsors of our annual SecurityDreamer event by catching important moments and reflections on video. Nearly all of our sponsors said his videos alone made the sponsorship worthwhile."

- Steve Hunt, Founder, Hunt Business Intelligence

"David has a wonderful way of capturing the real essence of the events that he covers. His style of interviewing is particularly engaging. He has a unique and powerful way of inviting, developing and capturing conversation. He is responsive, professional, unobtrusive and extremely conscientious in his work and work style. David and his team will definitely be on our radar for any of our large scale events. They add a unique and powerful media element which is important for us to be able to capture and communicate with our client base."

- David Patrick, CMO, David Allen Company

"The iRise user conference was a huge event for us in 2007 and for the first time we were able to capture that excitement online in a new iRise blog thanks to David Spark. He's an absolute expert on how to get B2B companies successfully engaged in the new media conversation. He's smart, fun to work with, and works his tail off for his clients. I've already recommended David to a bunch of my CMO friends."

- Mitch Bishop, CMO, iRise