



be the voice

MEDIA SOLUTIONS

Be recognized as an industry voice — in just days — with live editorial 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.

"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

For Enterprise 2.0 Boston 2008, Spark Media Solutions produced in just two days, 23 blog posts of which seven included video. See our coverage (www.sparkminute.com/?p=375).

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 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.

For greater analysis and understanding, read "Be the VoiceSM - Build Your Business by Becoming your Industry's Thought Leader."
(www.sparkmediasolutions.com/bevoice.html)

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 editorial production.

"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

For the Fusion '07, iRise User Conference, Spark Media Solutions produced 25 blog posts and 100 photos. See our coverage (www.tinyurl.com/6lzg8t).

"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

For the CMO Club '08 in NYC, Spark Media Solutions produced over a day and a half a total of 31 blog posts of which 14 included video. Plus we shot 52 photos. See our coverage (www.sparkminute.com/?p=346).

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.

Here are some of the services Spark Media Solutions provides at live events:

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 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. Producing editorial during a live event is the best way to broadcast it 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.

For a "how to" guide on utilizing new and social media technologies during a live event, read "How to 'Web 2.0-Enable' Your Live Event." (www.sparkmediasolutions.com/web2live.html)

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.