

Post-Event Highlights

Objective: Recap the event and maintain engagement with attendees.

Target Audience: All attendees, potential future attendees.

Channels:

- Email newsletters
- Social media
- Blog posts

Key Message: "Thank you for joining us! Check out the highlights from PLAY! Summit."

Details: After the event, this campaign will share highlights, key takeaways, and memorable moments through various channels. It will include video recaps, photo galleries, and attendee testimonials.

The blog posts will feature stories and insights from the speakers, panelists, and attendees of the PLAY! Summit. They will showcase the best practices and tips for creating engaging and effective learning experiences with gamification. The blog posts will also highlight the key takeaways and action items from each session, as well as the feedback and questions from the audience.

The blog posts will be published on the PLAY! website, social media platforms, and newsletters. They will also be shared with the media partners and sponsors of the event. The blog posts will aim to reach a wider audience and generate more interest and awareness for the PLAY! brand and community.

The analytics for the blog posts will include the number of views, comments, shares, likes, and clicks. These metrics will help measure the engagement and reach of the blog posts, as well as the satisfaction and loyalty of the attendees. The analytics will also provide insights for improving the content and format of the blog posts for future events.