

ive Event Coverage

Objective: Engage both in-person and virtual attendees during the event.

Target Audience: All attendees, remote viewers.

Channels:

- Social media live streams
- Event app
- Website updates

Key Message: "Stay tuned for live updates and behind-the-scenes content from PLAY! Summit."

Details: Providing live coverage of the event through social media streams and real-time updates, this campaign will keep attendees engaged and informed. The event app will offer live session streaming and interactive features.

Possible

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We will be updating our website regularly with the latest news and highlights from PLAY! Summit. You can find the agenda, speaker bios, session recordings, and photo galleries on our website. You can also access the event app from the website and join the live sessions and discussions.

Some examples of website updates are:

- Announcing the keynote speaker and the topic of his speech on the homepage.
- Posting a blog post with a recap of the first day of the event and some key takeaways.
- Adding a new page with the winners of the PLAY! Awards and their video testimonials.
- Updating the FAQ page with answers to the most common questions from attendees.

We will be tracking the website analytics to measure the impact of our campaign. We will monitor the number of visitors, page views, time on site, bounce rate, and conversions. We will also use Google Analytics to track the sources of traffic, such as social media, email, or search engines. We will use this data to optimize our website content and design, as well as to improve our future campaigns.