

## Live Blogging

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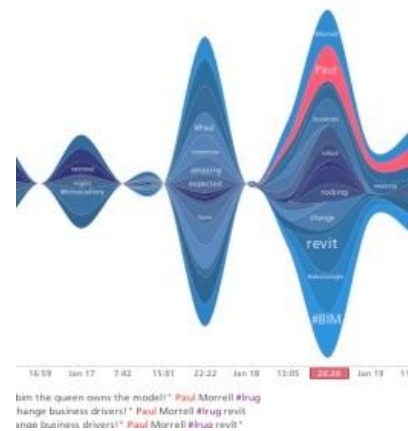
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Synopsis: Are you holding a conference or seminar to which the public or professionals are invited to attend? If you use the internet in any way to publicise your events, or you want to, consider what advantages Live Blogging the event might bring.

### Introduction

Live blogging enables you to

- 1) find a larger audience for your event;
- 2) give real value to event promotion for people online;
- 3) make each event last beyond the day;
- 4) encourage online discussion and raise the profile of your online accounts; and
- 5) reach further as a lasting social object both during the event and afterwards.



#### 1. Find a larger audience

Some people won't be able to attend your event. Some will not be able to come because you're holding it in another country, or at a time when they can't get away. Some will not be able to afford to pay for it, or won't be able to give up the travel time or a full day away from the office.

Perhaps they just don't know whether the event is for them and can't take the risk with the limited information they have. If you don't share your event online, these people are lost from your sphere of influence. Live blogging gives them an opportunity to be involved and to receive your messages.

Of all the people you tell about the event, only a small fraction will be able to attend in person. Live blogging creates a means by which a larger audience can attend, if only in a partial way. Have a look at your target audience and consider whether a section of them would benefit from viewing the event in a live blog instead of attending in person. What advantages would this bring you?

#### 2. Promote the event with real value

When an event is live blogged, people who can't commit to attending will see some of the value in being there. The live blogger can give a flavour of the discussion, but viewers can only participate in a limited way.

What they do get, however, is a clear sense of what the event is like without attending, and can work out with relatively little commitment, whether they should attend the next one. The live blog becomes a gift to your future audience, something useful they can share, and will want to share.

If you want to grow your events, Live blogging is a cost-effective way to promote them both before, during and after they take place.

### **3. Make your event last beyond the day**

A live blog is a real-time record of an event, but it also creates an archive of the event for people to view in the future. A good blogger will be able to provide a commentary on the event whilst incorporating materials that you have provided to them in advance - slides, screenshots, links to associated information about your speakers and their topics, photography, as well as contributions from the audience either in person or on twitter or via the blog itself.

All these elements can be brought together to make a compelling, informative record of the event that can stay online promoting your events long after the actual event is over.

If you hold annual or quarterly events, a live blog archive becomes a great way to revisit the event before the next one, refresh your memory of what happened and re-energise your audience as you prepare for the next event.

### **4. Encourage online discussion**

Social media is by its nature interactive, and live blogging is no different, though it is largely a one-way medium with contributions from one person or a team of bloggers. If you would like to encourage lively discussion about the event as it happens, this can be achieved most effectively by providing viewers and attendees with a range of ways to contribute, including commenting on the blog itself, emailing the blogger, or on twitter using a #hashtag tweets for future reference, providing a lively "backchannel" to the simpler narrative of the blog itself.

Much lively discussion at an event may be lost between the participants, and live blogging and twitter, together with encouraging attendees to write about the event online afterwards, can encourage richness and a continuation of themes well into the future.

### **5. Reach Further**

Live blogging enables an event to be heard about by more people, attended by more people, and shared by more people. A live blog becomes a "social object", which your advocates can use to demonstrate ideas and put your case to third parties. It can act as a recruiting device for speakers who will see their message carried further than the room and find new readers on their blog or website. It can give your event a life beyond the room and the day it happened.

## Examples

For evidence of the possible reach of my live blogging see

### [COMIT Conference \(Construction Mobile IT\) 2017](#)

511 live blog entries over 2 days produced 933 page views; 1464 tweets from 239 accounts reached 673,109 twitter accounts 10.8 million times. This is the second year I've live blogged the COMIT conference.

### **Workplace Trends Spring 2017**

251 live blog entries in a day produced 1005 page views: 1065 tweets from 245 users reached 480,446 twitter accounts 5.9 million times. I've been live blogging Workplace Trends events since 2011.

### [Workshop: Psychological & Physiological Factors in Office Design March 2017](#)

Half day workshop [not embedded] produced 284 page views; 381 tweets by 80 contributors reached 481,100 twitter accounts 4.6 million times.

All events are live blogged by me on site using Twitter and Storify to create a later permanent record of the event, or 24LiveBlog to create a fuller, reportage style live blog, supported by tweets. This can also be embedded in a blog post or web page - e.g. on your own blog or site, and then promoted there to drive more traffic and create outcomes such as subscriptions or downloads. If you'd like to speak to some of the people I've live blogged for just let me know.

## Costs

**For events in London** The charge is £750 per half day event or shorter, £1150 per full day event, plus travel expenses and accommodation if a late night is involved.

**For events outside London** London rates are charged plus a journey premium, depending on convenience of access, length of event etc. Contact us for details.

Discounts are available for multiple events with similar themes, ask me for details. Multiple events can get more traction.

Costs include

1. Setting up Storify or 24LiveBlog\* blog page;
2. Advance prep of materials if required (e.g. key slide shots and/or decks online, logos online, other material you provide such as links to speaker profiles, agenda)
3. Liaising with your technical team to facilitate embedding of live blog on your site if required;
4. Live tweeting and/or blogging before, during and after the event;
5. Curation of selected materials provided by client or participants;
6. Follow up blog post if required
7. Tweetreach\*\* report for 7+ days around the event.

\*Choice of platform is subject to the scale of the event and importance of live web access for non-twitter users. \*\*Trackers can be set up for longer periods if required.

## Promoting events

If I'm live blogging an event I will blog and tweet about it as a matter of course, both before and after the event. I do not usually promote events I am not participating in for a fee, as it is my participation that generates the interest in the audience.

## Joint Accountabilities

The Client will be responsible for scheduling of events and obtaining necessary facilities, equipment and related support for meetings.

The Client would need to ensure a suitable internet connection/WiFi and power supply (2 sockets), chair and small table at the event. I would bring all the rest of the equipment I'd require.

The Client agrees to the fee structure outlined below and will adhere to the reimbursement of expenses procedures as specified.

## Terms and Conditions

Fees do not include VAT which is currently chargeable at 20%

Payment terms are 50% on instruction and the remainder on completion of the works, pro rata if work is delayed/postponed.

Payment of invoices will be due on presentation.

Fees do not include reasonable expenses (travel and accommodation) which are chargeable at cost.

The project is non-cancellable once instructed and agreed-upon payment terms are due as described. You may postpone or delay any part of the work as you deem necessary. The quality of our work is guaranteed.

## Next Steps

Please sign the acceptance below if you wish to proceed, or contact us to agree your specific requirements.

Work will commence as soon as possible once we have your instruction. Please contact me to discuss any aspect of the above on 07815 935736 or su@justpractising.com or skype su\_butcher. Other contact options are available at [www.justpractising.com/contact/](http://www.justpractising.com/contact/)

## Acceptance

Signed:

Name-----On behalf of -----

Signed:



Just Practising

ENDS