Service guide

Your words
change
everything.

Creating speaker-led content.

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Welcome

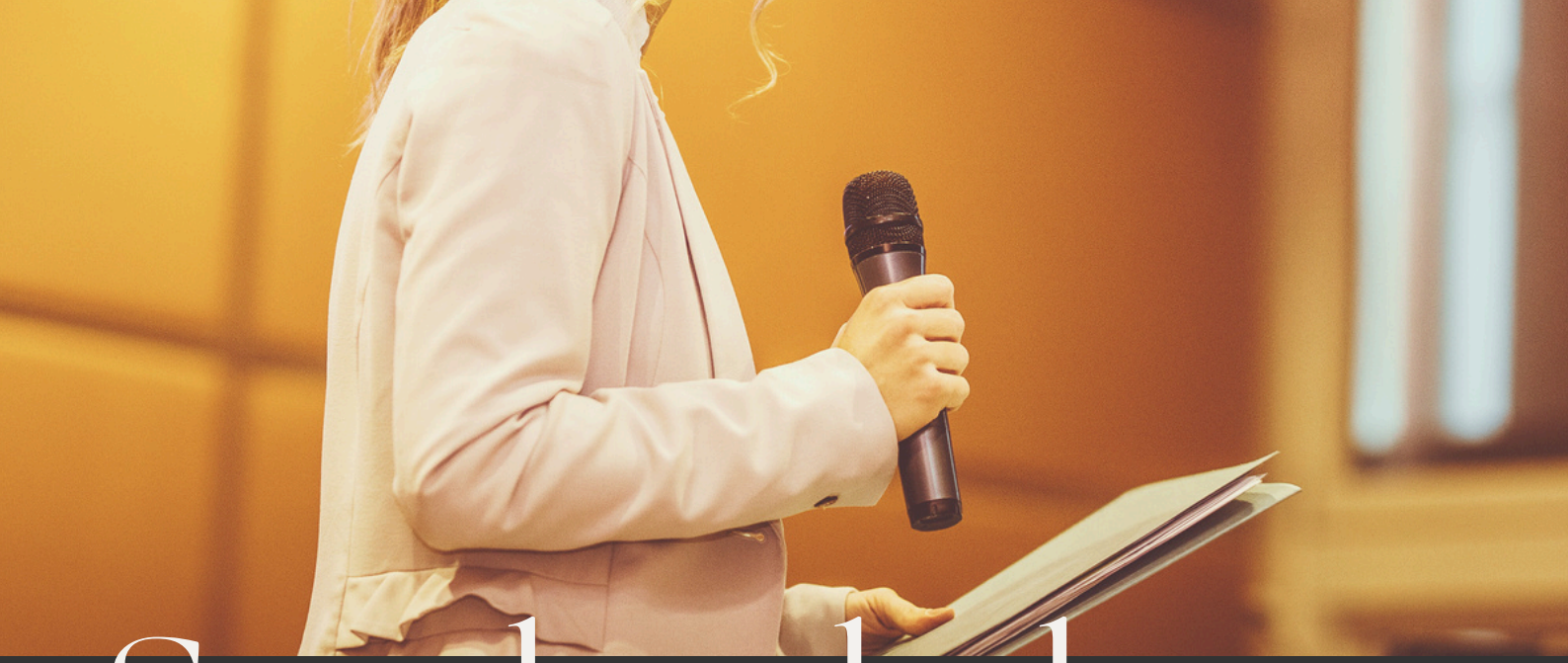
We're so happy to have you here!
If you've got five minutes, we'd love it if you:

Make yourself a relaxing beverage of your choice (it's a flat white for us).

Take a deep breath, and remind yourself that your event's going to be amazing (you're on the team after all, and we happen to know that only the best event marketers are thinking about speaker-led content).

Use our **Service Guide** as a moment to chill out. We'll make it flow, we promise.

Content Packages



Speaker-led Content

Backed by years of experience writing content for B2B events, our three-phase process is designed to align with the cycles of event marketing – so you get an in-built content strategy.

Don’t worry if the timeline we outline here doesn’t work for you. We can adjust our packages to work with your booking schedule, even if you don’t confirm speakers until much closer to your event date.

1. Research Phase: 6-8 weeks

When?

This phase is ideal for 6 months before your event (or whenever you've booked your speakers), while you're preparing to ramp up content marketing and brand building and your speakers are excited and keen to get involved.

What we do:

- We listen, learn, and get to know your event brand in detail, then create tone of voice (TOV) guidelines to make sure all the content we create for you is consistent. We provide you with those TOV guidelines too, and you can use them across your business.

- You give us a contact list of speakers, and we start reaching out to them by email – always with a personal touch, no automated forms in sight. We want to make them feel important and valued, to support their sense of connection with your brand.

- We develop interview questions for each speaker and do an intensive sprint of email interviews - so by the end of the research phase we have a bank of interview responses to work with.

Investment: £5,000

2. Creative Phase:
3 months

When?

This phase is ideal for the three months leading up to the event, when speaker interview content can drive brand credibility, audience building, and sales.

What we do:

- Closely referencing your brand's goals and the TOV guidelines we created in the research phase, we use the interview responses to create a weekly package of content.
- Sample package includes 2 interviews in blog format, 1 email newsletter, and 3 social media posts.
- We proofread and edit all content and deliver to you over the course of 3 months.
- We dig back through all of the interview responses to create a list of captivating, inspiring ideas that can be developed into additional content with further research – we call this your Momentum List.

Investment: £16,200

3. Momentum Phase: 3 months

When?

This phase is ideal immediately after your event. It builds on the momentum and energy to keep you front-of-mind with your audience, and continue growing your brand.

What we do:

- We take the Momentum List we created in the Creative Phase, and brief our writer to create another 3 months worth of content for you, integrating additional digital and book research into the topics to generate high-value blog posts, mailers, and social media posts.
- We proofread and edit, and deliver content to you on a weekly basis.
- This phase is designed to align with the quiet phase following the event - building on the momentum and energy of the event with creative, engaging, informative content to keep you front-of-mind with your audience and continue building your brand.

Investment: £16,200

Each phase is designed to function as a standalone project, so when you commit to one phase you don't automatically have to commit to the rest. Each phase delivers value to your brand in its own right:

- You'll walk away from the Research Phase with TOV guidelines for your content, and a swipe file of original interviews that you can repurpose across your brand marketing.

- You'll walk away from the Creative Phase with three months worth of high-value, SEO-friendly original interview content to publish on your content platforms and social media, and a list of strategic ideas for more in-depth content you could create based on topics and comments within the interviews.

- You'll walk away from the Momentum Phase with a further three months of high-value content to keep building your brand, packed with digital and book-based research along with comments and quotes from the speaker interviews.

Producer-led Content

Your event producers know their stages and content tracks inside out. When you want to tell your audience why they should book a ticket and what they'll gain from each stage or session at your event, the producers are the people with the kind of hyper-detailed knowledge and passion that can persuade almost anyone that this event is for them.

Producer-led Content

We know this, because event producers have made us (personally) feel like we...

- ...desperately wanted to attend a gaming and esports expo (we've never played a video game in our lives. Unless 2048 counts).
- ...were massively missing out on a life-changing experience when we didn't get tickets for a copywriting conference (to be fair, we did want to go to that one already).
- ...could perhaps pivot our careers and become extremely cool ethical hackers if we went to their cybersecurity event (we don't know how to code).

If you're not leaning into your producers' knowledge to promote your event, you're missing a valuable opportunity.

Producer-led Content

So our producer-led content package allows you to do exactly that: lean in, tap into their passion and expertise, and create a blog and newsletter series that shows your audience why each stage or area of your event is really, *truly* exciting.

Content that's driven by producer knowledge can:

- Share personal, behind-the-scenes insights into key sessions, workshops, speakers and exhibitors at your event.
- Show your audience how much your producers care about curating the best possible content for your event.
- Communicate unique, little-known benefits of each production area that haven't been shared in your wider marketing campaigns.
- Give potential attendees invaluable guidance on how to navigate each stage or content track to achieve their goals, so they feel confident they can make the most of your event.

Every event and production team is different, so our producer-led packages are bespoke to you. Drop us an email to talk it through: **izzy@toldbythem.co**

SMT-led Content

If your producers are the experts on each stage and content track, then your senior management team (SMT) are the guardians of the bigger picture. They have a deep understanding of the vision and ambition behind your event – and they're the best people to communicate that vision and make your audience feel like they're a part of something bigger.

SMT-led Content

Our SMT-led content packages are created bespoke for each brand. We might work with you for a finite time period, or on an ongoing basis.

Content options include:

- Ghostwritten blog posts and email newsletters
- Blog posts that feature quotes and comments from your SMT
- LinkedIn ghostwriting

It all starts with a conversation to find out what your goals are and how much time your SMT members have to share their wisdom with us – and we can go from there.

Let's Write

Interested in working with us to boost your B2B event content strategy with speaker-led content?

We'd love to chat.

Email us: izzy@toldbythem.co

About Told by Them

Before we launched Told by Them, Izzy (Founder and Creative Director) worked (a lot) as a freelance writer for B2B event brands. Her content has helped to drive brand success for events including LEAP (which became the most-attended tech event in the world in 2023 after the first 12-month content campaign), Black Hat MEA, and more.

Natasha (Founder and Executive Director) brings a background in dance company management to choreograph a team of brilliant freelancers who enable us to help us make magic for the event brands we work with.

We know the events industry is fast-paced, high pressure, and working to hard deadlines – and event marketers always feel like they're trying to catch up with themselves. We help you get ahead and stand out from every other event on the scene.

We love digging into the knowledge of your speakers to create original content with the potential for viral sharing, and build your brand by turning your online platforms into the most interesting places on the internet.