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# Imagine

capturing the rich conversations at your event  
rallying a community around your ideas  
engaging people long after the event ends

**TURN YOUR EVENT  
INTO CONTENT.**

# TURN YOUR EVENT INTO CONTENT

Express your ideas well and present them beautifully

I craft content to creatively and thoughtfully express the ideas shared at your event.

This rich content goes beyond summarizing the event. It captures the highlights of the event, makes connections between different speakers' ideas, and shows the contributions of influencers.

I start delivering this content immediately, so you can use it to build on your event momentum as soon as the event is over.

Whatever your needs, there's a package for you.



## The Highlight Reel

Show your community the best parts of your event.

Create blog and social media content from the highlights of your event. Invite people to engage with your ideas. Target influencers to draw attention from their networks and reinforce your credibility.



## The Storyboard

Turn your event into an interactive digital experience.

Create a multimedia narrative from your event. Include the videos, stats, and quotes that had people talking. Offer a resource for people to immerse themselves in your content. Jump-start the promotion of your next event.



## The Cinematic Experience

Create an entire world of content for all your needs.

Turn the content from your event into material for workbooks, annual reports, case studies, and more. Raise the profile of your event and show your stakeholders the impact it had.

# THE WRITER BEHIND THE INITIALS

Who I am and who I work with



I'm a writer and communications consultant who knows finding the right word to convey your idea is just as important as finding the right channel to get that idea to your audience.

I've worked as a nonprofit communications professional, a journalist, and a consultant. I've written on everything from innovation in healthcare to foreign aid to voter turnout to web development to travel. I love hearing ideas and getting them to new audiences.

Learn more about me at [allisonjanesmith.com](http://allisonjanesmith.com).

I thoroughly enjoyed working with Allison. She was quick to understand the needs of our initiative and her services provided the desired results: outreach, engagement, and excitement.

- Mitch Kutney, Children's Hospital of Eastern Ontario (CHEO)

## While my clients are diverse, they all:

- have great ideas they want to share widely.
- see their events as vehicles to engage an entire community.
- believe design is as important as content.
- think long-term and see the big picture.
- want to offer their event attendees an experience beyond the ordinary.

Sound like you? [Get in touch.](#)

# A FEW QUESTIONS, WITH ANSWERS

(Well, four questions and a statement.)

**1**  
Tell me more. What kinds of content you create?

Beyond blog posts, I do Q&As with speakers and attendees, pull quotes from speakers that will shine on Facebook, cut keynote addresses into soundbites, and more. This [blog post](#) has seven examples of types of content I can create for you.

**2**  
We don't have a blog or a newsletter. Can we benefit from this?

Absolutely. If you have a website, we can create a digital magazine to embed on your website, or we can publish articles on [Medium](#). **There are many ways to spread the great ideas from your event.**

**3**  
I see the value of this, but our internal communications team can do it.

I've found **many communications teams are too busy** with social media or other important tasks at the event to take in what's said and creatively express it afterward. Certainly few are able to produce thoughtful blog posts within a matter of hours.

**I can take pressure off your busy team.** They'll appreciate having rich content ready to include in your newsletter immediately after the event ends.

**4**  
We have a really cool staff retreat every year, but it's not open to the public.

Do you discuss emerging trends in your sector? Think about exciting new ways to do your work? Reflect on what you learned since the last retreat? Your audience will be interested in what you discussed. We can leave out the nitty gritty budget details and still create engaging content for your organization.

**5**  
I want to chat about having you at our next event.

Great. I would love to hear about your event. Reach me at [allison@allisonjanesmith.com](mailto:allison@allisonjanesmith.com).