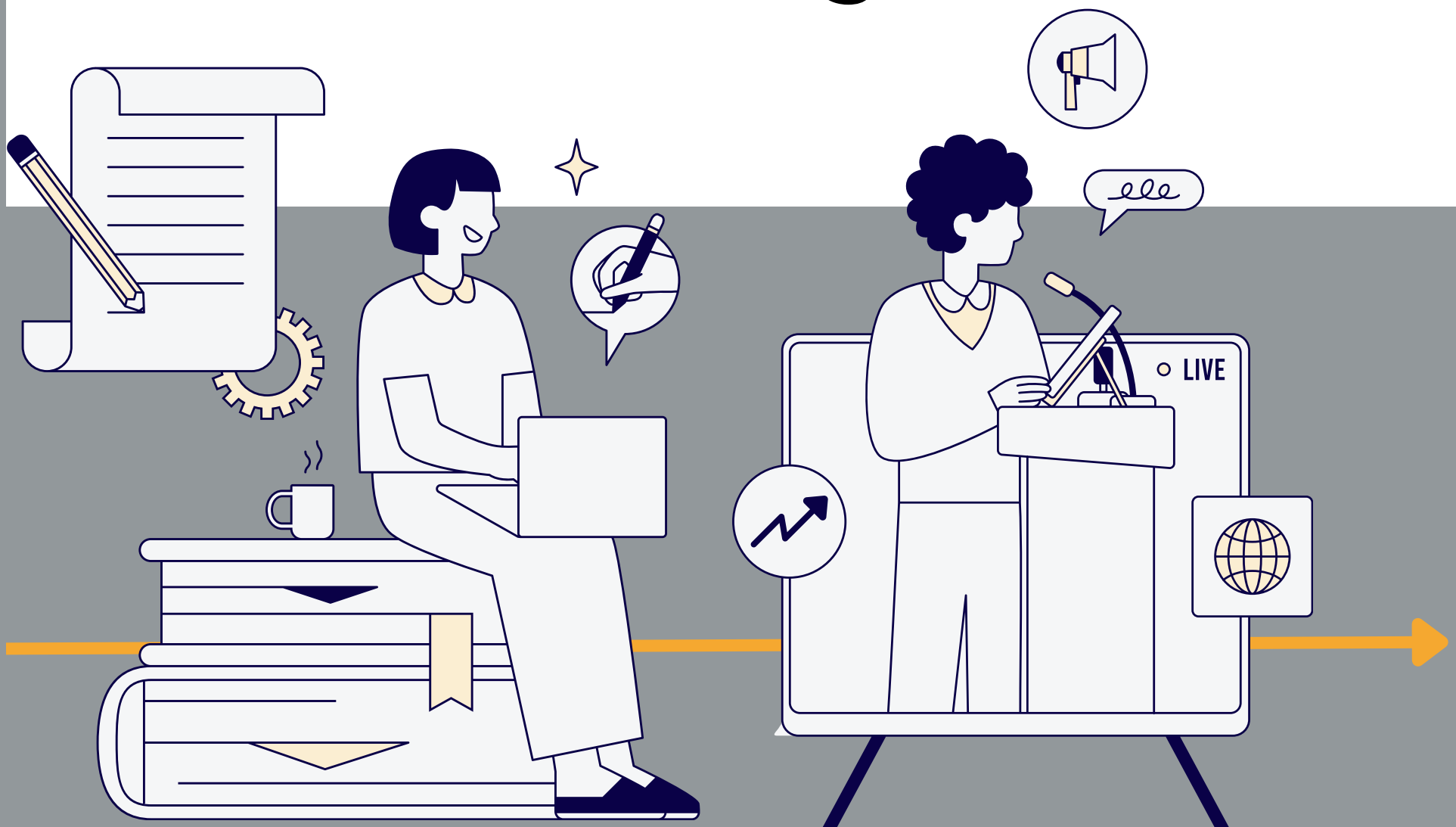


5 Best Practices

for weaving the magic of
storytelling into your tech
event marketing content





Tailor your story to the event.

- Understand the event's purpose and target audience.

TIP: Every event is different — a flagship industry conference requires a higher-level, thought leadership narrative compared to a smaller, product-specific workshop, which may require a more technical perspective.

- Align your content to meet this audience where they are in the buyer's journey.






Tell a unified, consistent story.

- **Before your event:** Tell a consistent narrative, building anticipation and excitement.
- **At your event:** Reinforce your core story and offer a variety of content to engage attendees.
- **After your event:** Remind attendees of your continued commitment to meeting their needs and solving their challenges.






Center your content around your audience.

Focus on the impact and benefits your products or services have on your audience, always connecting your offerings back to your target audience to build their trust and win their confidence.

TIP: Include success stories from satisfied clients in your presentations and booth demos to personalize the benefits of your solution to each attendee's use case.





Create an immersive experience.

Engage attendees in new ways,
with content like:

- Interactive touchscreens, AR/VR experiences and other UX design.
- Infographics, data visualizations and videos.
- Fireside chats with industry leaders, customer panels or interactive workshops.





Remember post-event content.

Extend the life of your enterprise story even after your event concludes by:

- Sharing event presentations, recordings and follow-up resources.
- Repurposing your event sessions into blog articles or social media tips.
- Leveraging your event data to send personalized emails.



Are you ready to bring enterprise storytelling to your next event?

See our StoryOne storytelling
process in action at

<https://mclellanwritingteam.com/tech-events-storytelling/>

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