

# ConferenceCast

## ENGAGE YOUR AUDIENCE

Community engagement is a top priority. Without engagement, everything else is that much harder to accomplish! The more people who **WANT** to attend, who feel they **NEED** to attend, the more people who do attend. It's simple math! **WANT + NEED = ATTENDANCE**.

With **ConferenceCast** podcast interviews you have the spark to light a firestorm of activity...all directed around and about your event.

By highlighting key speakers and exhibitors, you encourage interaction on topics you want your attendees talking, commenting or tweeting about. The conversations that occur allow you to:

- Gather valuable feedback **BEFORE** your event even happens. Through discussions and comments, you can see what programs, speakers, sessions are grabbing your attendees' attention.
- Connect to the audience directly. Listeners not only connect with your organization, but with other each other, spreading the anticipation from attendee to attendee organically which directly impacts registrations. They feel connected to what you have planned, making your event a "can't miss".
- Give your event a voice! People want to connect to each other. Not a faceless entity, but another human being. Podcasts humanize your organization, building community and credibility.

## EDUCATE YOUR ATTENDEES

Every meeting or event needs to have value to draw a crowd. In this instant, money cautious world, potential attendees want to know more **BEFORE** they attend. Not only do they want to know **WHO** is speaking or exhibiting, they want to know **WHAT** they're presenting and **WHY** they should spend money to go. **ConferenceCast** podcast interviews brings your message, your meeting and your value directly to audiences, before and after your program.

With **ConferenceCast** you can give your attendees the relative content they crave...creating anticipation and excitement while they learn!

By highlight the speakers and exhibitors you feel will have the most impact, your listeners can:

- Pre-plan their meeting experience. They can plan breakout or concurrent sessions to attend, contact exhibitors in advance to set up networking opportunities and get excited for your event!
- After the event, attendees can reconnect with the meeting through recaps, showcasing keynote take-aways, listening to testimonials from actual attendees who were AT the event and an overall summary that builds momentum to your NEXT event.

Hosted by professional speaker, author and comedian [Craig Price](#), **ConferenceCast** podcast interviews will entertain while remaining relevant and focused. He asks the questions that get to the heart of every topic in a fun, conversational style.

As a professional speaker, advisor, and entertainer, Craig has worked with some of the most effective and diverse corporate leaders, from multibillion-dollar manufacturers to top universities, around the country. He has a background in customer service, entertainment, telecommunications, and safety. A former professional stand-up comedian, Craig won the coveted title of “Houston’s Funniest Person.” He is also an actor with television, voice-over and national radio program experience.

His own personal podcast [Reality Check with Craig Price](#) is highly regarded for its honesty, directness and the entertaining way Craig shines his particular light onto someone’s topic, expertise or life experience.

## SERVICES

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**ConferenceCast** podcast interviews will help your next event be a success.

One of the best ways of boosting registration for conferences and events is creating a sense of community. In this instant world, potential attendees want to know more **BEFORE** they attend. Not only do they want to know **WHO** is attending, they want to know **WHAT** they’re presenting and **WHY** they should spend money to go to your event.

Craig Price brings years of entertainment and professional speaking experience to deliver engaging, funny, insightful podcast interviews. Never boring and always relevant, these conversations will have attendees buzzing, eager to:

- register for your event
- attend your keynote and concurrent sessions
- interact with your exhibitors.



**1 Pre-event interviews** – Working with your conference planners and marketing team, we create customized podcasts that align with your overall event goals. Boost attendance and generate buzz with interesting podcasts that highlight Speakers, Exhibitors or Sponsors of your upcoming event.

Interview slots are sold in groups of 3 podcasts, each under 30 minutes in length. Short, concise interviews deliver higher impact and audience retention.

**ConferenceCast** can:

- research the guest
- create insightful/relevant questions
- schedule interviews (in person when possible or via phone if necessary)
- edit interviews for time, content and production value (music/sound quality)
- provide narration (perfect for sponsorship opportunities)
- create and host final MP3 file for distribution
- set up iTunes distribution
- post podcast to your YouTube channel (maximizing SEO)



**2 On-Site** - For your entire meeting, we will be on-site conducting key interviews, obtaining attendee testimonials and capturing the excitement of the event. This becomes valuable content for your website, blog or your other online activities to help generate traffic that builds your audience.

**ConferenceCast** can:

- gather audio testimonials from attendees
- interview specified guests, speakers, exhibitors and sponsors
- edit interviews for time, content and production value (music/sound quality)
- provide narration (perfect for sponsorship opportunities)
- create and host final MP3 file for distribution
- set up iTunes distribution
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**Post Event Wrap-up** - Both of the two levels are combined as well as post-event podcasts that give highlights and an overview of the event. This allows you to show potential attendees what they missed and inspires them to make attending your next event a “must”!

**ConferenceCast** can:

- create and narrate scripts highlighting specified presentations, keynotes and/or breakouts
- provide an overall summary of the event.
- edit interviews for time, content and production value (music/sound quality)
- provide narration (perfect for sponsorship opportunities)
- create and host final MP3 file for distribution
- set up iTunes distribution
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**Subscription Services** – Bring top notch content to your audience as often as you need. Be it monthly, quarterly or any other time frame, ConferenceCast podcast interviews enrich your marketing interactions.

**ConferenceCast** podcast interviews are a great way to build momentum at each planning step, add creative content to your website or marketing platforms and bridge your current meeting to future events.

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IF YOU ARE INTERESTED IN HAVING CRAIG PRODUCE YOUR PODCAST FOR YOUR NEXT CONFERENCE, ASSOCIATION OR EVENT PLEASE [CALL 877-572-7890](tel:877-572-7890) OR EMAIL [CRAIG@SPEAKERCRAIGPRICE.COM](mailto:CRAIG@SPEAKERCRAIGPRICE.COM) TO ASK ABOUT PRICING AND AVAILABILITY.

DISCOUNTS AVAILABLE IF YOU COMBINE THE CONFERENCECAST SOLUTION WITH A PROGRAM BY CRAIG!