

## Capturing the Critical Content from Your Events

Any event has a countless details. Choose the facility and the food. Deal with the agenda, speakers, lighting, audio-visual, and registration. Market the event. And so much more. But often lost in the shuffle is whether the *content*—the event's key takeaways—are being captured in a way that is usable and extends an event's reach.

*What are you doing to capture the key takeaways from your events?*

### What Happens Today

Today, for many events, the content isn't captured at all. At other events, session might be recorded or a speaker's slides might be posted to a website. But listening to the full recording is time consuming (especially for an event with multiple sessions), and reviewing slides doesn't necessarily convey the key points from a session.

### An Attractive, Timing-Saving Alternative

Here's another option: **create concise executive summaries of your event's most important sessions.** An executive summary can be just 1 or 2 pages, reviewable in 3 or 4 minutes. A good executive summary distills a session's key takeaways, and presents them in a clear, concise and easily readable form.

### Introducing BullsEye Resources

At BullsEye Resources ([www.bullseyeresources.com](http://www.bullseyeresources.com), a partner of Meeting Strategists), we enhance the educational value of meetings and events by creating concise executive summaries and meeting reports that capture an event's key takeaways.

We've created executive summaries from hundreds of conferences, seminars, workshops, webinars, and other types of meetings and events. Our clients—which include corporations, associations, universities, for-profit event organizers, nonprofits, and government entities—think of BullsEye as “creating CliffsNotes of their event.”

Clients tell us that the executive summaries we create for them:

- Make them look good
- Enhance the educational value of their events
- Provide a tangible tool that captures an event's key takeaways and gives attendees a simple way to share an event's key points with others
- Give event organizers a way to deliver an event's key messages more broadly, extending an event's reach and value
- May provide ancillary revenues, through sponsorship or by selling the executive summaries

### Next Step

As you prepare for you next event, make sure to have a plan to capture the event's key content and takeaways.

If the concept of executive summaries holds appeal, to see an example from a recent MPI event or a recent ASAE event, or to get more information about BullsEye Resources, send an email to [info@bullseyeresources.com](mailto:info@bullseyeresources.com)

Best luck in creating your next content-rich event, and in getting the most value from the content.

Mark Krasnow  
CEO, BullsEye Resources