



An example of our event coverage

## Tru recruitment events

*Itsdevelopmental* has provided Tru with a range of services for its international events.



Built a dedicated live blog from each event.



Video interviews



Post-event content curation

**And here is what the client had to say...**

"Martin provided live blogging for #trulondon and #truStockholm. Both high profile events in the recruiting and HR field. On his own initiative, Martin did a fantastic job curating all of the content, blog posts, videos etc that came out of these events. No small task. Martin also produced his own first class content in audio, video and word.

**Bill Boorman, founder, Tru events**

## Live event coverage

- spreading the impact of your event

**You make sure your event delivers to those in the room, we'll make sure it delivers on the web.**

Live coverage of your event provides fresh content that will engage with your customers and potential customers who cannot actually be there.

### How can live event coverage benefit your business?

Creating live event coverage of an event as it unfolds and using social media enables you to share and discuss the event outside of the conference room walls in real time.

Creating content from events is a highly cost-effective way to:

- Amplify your event and spread its impact and digital footprint
- Engage directly with those who are following the event from afar
- Create new, compelling content which has a shelf-life way beyond the event
- Look up to date

*Itsdevelopmental* provides a range of event coverage services – live Tweeting, live blogging, video and audio interviews and event images.

We also provide post-event aggregation/curation services and data analysis of the online impact of your event.

Our approach is based on 20 years' journalism experience mixed with a deep understanding of what makes content engaging.





## Social Media in Recruitment Conference

For this event, **itsdevelopmental** managed the event blog and twitter feed for the client. We also live blogged the event and managed the event twitter feed.

We live blogged on the event blog

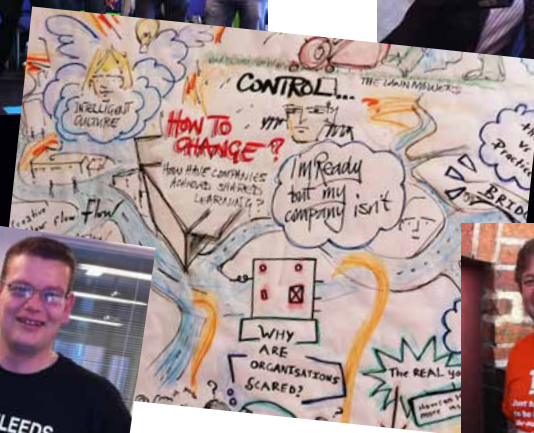
Audio interviews with speakers

Curation of event coverage

And here is what the client had to say ...

"At the 2011 Social Media in Recruitment Conference Martin provided some excellent coverage both during and after the event. He blogged and tweeted live from the conference as well as getting audio and video interviews with the speakers and attendees. I would definitely use Martin's services again."

**Mike Taylor, founder, 2011 Social Media in Recruitment Conference**



## Tell me more

If you would like to find out how our services can benefit your event then contact Martin Couzins on:

Email: [martin@itsdevelopmental.com](mailto:martin@itsdevelopmental.com)

## About Itsdevelopmental

We help businesses create compelling content to help engage with customers and potential customers.

Find out more at [www.itsdevelopmental.com](http://www.itsdevelopmental.com)

