

# AGENDA AND CONTENT

- The program
- The speakers
- The editorial vision for the session

(The same ethics and guidelines for all other news products apply)

# LOGISTICS AND PRODUCTION

- Event platform
- Tech checks
- Audio and visual production
- Rehearsals
- Sponsor integration
- Event networking and experience

# DAY-OF ROLES

- Show director
- Video editor
- Graphics editor

(Other roles include customer service and registration manager)

# AUDIENCE DEVELOPMENT

- Marketing to current subscribers
- Marketing to new audiences
- Paid advertising
- Paid social media
- Partnerships

(The newsroom should also plug the event through owned content channels)