

Module 3: Coverage Plans — Part 2

[00:00:12] **Kim Last** Welcome back to going live, building live journalism in your newsroom. This is Module three, video two, so we're going to talk about more clever ways to drive event coverage, tapping into the world of newsletters. While this video isn't going to go into the specifics of how to launch an email newsletter or the technical specifications, we are going to talk about how they are effective vehicles for building both event attendance as a great place to highlight interesting news bites from your event and ways that they can build community in between live events.

[00:00:52] **Last** So newsletters have this huge opportunity to be a continuum for community, so before an event, imagine a module promoting an upcoming speaker or an issue that's being tackled and debated at a live event with the link to register. I love this example from Axios is What's Next newsletter, which has been launched alongside a large-scale summit that they're planning and really using that newsletter as a vehicle to print, to not just promote the upcoming event, but also to highlight and bring together all of the content that really matters.

[00:01:32] **Last** Think about also highlighting news coverage around a key speaker with a plug of their participation for an upcoming live event. During an event, you can actually use newsletters to serve as a vehicle for round ups of news from the day that's made on stage. You can highlight videos, highlight grade pull quotes from the event. This example from the future of everything highlights our second day of news coming from the from the festival, and it's a real long read where you're able to actually capture all the great fights. All the all the news story links, all the video links in one easy to read place for our audience.

[00:02:21] **Last** After an event, there are lots of opportunities to enable newsletters to serve as an educational component for your life events. So, for example, let's say you have a careers newsletter that might have a special edition around landing your first job. Why not launch a newsletter with a weekly bootcamp for four or five weeks that can help you get all of your materials ready for the launch leading up to that live event? Week one could focus on resumes. We, too could focus on cover letters. Week three could focus on references and interviewing skills, and Week four can focus on all the ways to follow up all the right ways to follow up. The idea of splitting this into a four-week newsletter bootcamp market marketed to your event attendees before or after they sign up and participate in a virtual event. It's a great way to just build community after an event and allow people to keep connecting and talking with one another. So, we use this video today to talk about how to tap into newsletters in innovative ways to highlight the coverage from live events.

[00:03:39] **Last** Next week, we're going to dive into all the preparation needed to actually host a live journalism session from writing your questions, dealing with stage fright, handling and mapping out research. And we'll sit down with my colleague at The Wall Street Journal, Joanna Stern, to learn a little bit more about how she preps for an upcoming live journalism session, be it with the journal or with another conference. I hope to see you there soon.