

The Value of Digital Content

Whether your event is in-person, hybrid, or virtual, digital content is essential. Digital content positions your event to nimbly adapt to potential disruptions, and can be a real difference-maker for attendees. Today's audiences appreciate digital content as an additional way to engage with your event and maximize the value of their registration. Here are just a few reasons why digital content has value for your stakeholders.



Sharing peer-reviewed content

Innovation knows no bounds when you can rapidly disseminate cutting-edge research and heighten collaboration within your global network of researchers.



Access to keynote speakers and luminaries

Provide audiences with broader access to the best and brightest minds in your industry. Employ these powerful talks as a springboard for continued dialogues within your community.



Continuous engagement, collaboration, & community building

Free your event from the constraints of the calendar. Help attendees connect, collaborate, and feel part of your community all year round. Promote and build momentum towards your next event.



On-demand content

Enable participants to attend every session on their to-do list from anywhere at any time.



Increased accessibility & wider reach

Enhance accessibility for individuals unable to attend in-person due to cost, time, or travel concerns. Use digital content creatively to reach new audiences and underrepresented groups.



Broader networking opportunities

Empower attendees to supercharge their networking potential by helping them connect with peers with shared interests, specialties, or geographies in breakout rooms or sessions.



Sponsor & exhibitor appeal

Leverage digital content for sponsor/exhibitor engagement, content creation, and lead generation. Enable sponsors/exhibitors to micro-target audiences based on fields of interest or event tracks.



Global recognition

Use online awards and recognition ceremonies to provide attendees with farther-reaching acknowledgment of their accomplishments.



Smarter analytics

Get insightful data on attendee engagement, popular sessions, and hot topics for planning future conferences and publications.



We are here to help

If you have questions about leveraging digital content, contact the MCE Digital Events Team at mce-digital@ieee.org.