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.