Welcome!

ANNUAL

MEETING

#AMP12
Transmedia Storytelling

• You guys are the storytellers—you’re already the majority of the way there!

• EVP of Bravo Digital didn’t just want leftovers—did a web only show
Transmedia Storytelling

- As contestants are eliminated, they discover their journey isn’t over. Instead of going home, they will have a chance to compete in a companion digital series that will roll out each week after the on-air episode premieres. These online shows will give the eliminated contestants a chance to earn their way back into the broadcast finale. The digital series will directly impact the outcome of on-air.
Ok, great but so what?

• Content planning has to think about the stories and goals across channels

• What is the value in each medium?

• How are you planning and auditing the ecosystem?
A look at Content

Game Changer Sessions

Get a compelling look into the minds of today’s most influential leaders in business, innovation, and finance. See how these Game Changers redefined their industry and, at times, the world.

Creating an Age of Abundance

Peter Diamandis has co-authored Abundance in which he lays out how we will soon be able to meet and exceed the basic needs of every man, woman, and child on the planet. This bold, contrarian view, backed up by exhaustive research, introduces our near-term future, where exponentially growing technologies and three other powerful forces are conspiring to better the lives of billions.

For more information, see page 42.

The Keys to Personal Financial Happiness

Millions of Americans have turned to Jean Chatzky for financial advice, thanks to her weekly appearances on NBC’s Today and her column in Money magazine. In this session, Jean will share the results of a unique survey in which she questioned 1,500 Americans about their financial attitudes and behaviors.

For more information, see page 48.

The Power of Influence and the Art of Diplomacy

What is the state of your industry as it relates to talent development? We often talk about this topic, but what are we doing to pay it forward? In this session, two women CEOs, Hattie Hill and Fritz Woods, will share extensive research and will identify leadership trends, derailers, and barriers that may hinder success both individually and organizationally.

For more information, see page 53.
What is Content?

- Helps answer people’s questions
- Helps people complete their tasks
- Doesn’t have ROT (Redundant, Out Dated, Trivial)
Content as Hot Potato

Web

Editorial

MarCom
Who’s involved?
Cross Functional Example

• Associations Now Magazine Titles

• Worked great for print—very catchy

• Didn’t work as well for Google, where clarity rules

• Teams worked together to develop the new approach

• Editorial team now adds a web title while keeping the ‘previously titled’ online for those searching for the specific title
What is Content Strategy?

- Substance
- Workflow
- Structure
- Governance
- Content Components
- People Components

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Content Strategy Deliverables

- Quantitative Content Audit (what content do you have)
- Qualitative Content Audit (how good is the content)
- Map of distribution channels (how is content distributed)
- Gap Analysis (does content map to needs)
- Content Workflow Maps (how is content managed)
- Content Style Guide (how is content consistent)
- Meta Data and SEO Guides (how is content found)

*Most of these are from Content Strategy FTW*
Quantitative Content Audit

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Content Audit

• You don’t have to reinvent the wheel with a template

• Adaptive Path Template and Explanation

• http://www.adaptivepath.com/ideas/essays/archives/000040.php
Ecosystem

- Where all does your content go? How about users?
Gap Analysis

- Content creation versus consumption

### Approximate Impressions by Classification

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<tr>
<th>Classification</th>
<th>60 Days Views</th>
<th>1 Month Views</th>
<th>3 Month Views</th>
<th>6 Month Views</th>
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Content volume by classification node

Content popularity by classification node
Planning for Content

- Know where the content will go
- Document the workflow
- Create a content calendar

- This ensures everyone knows their role in the content plan and that content is covered
Qualitative Content Audit

• How does this content support our mission?
• How does this content get promoted?
• What platforms is this content likely to be accessed by?
• Member only? why? why not?
• Do we still need this?
• Is it well written?
How does this content get created and promoted?
What platforms is this content likely to be accessed by?

- Desktop
- Tablet
- E-Reader
- Phone

How Often?
Member only? why? why not?

Industry Issues Index

Last Updated: April 17, 2012

Topic: Ammonia hydroxide

Overview:

Ammonia hydroxide can be used as a food additive in many food products including baked goods, cheese and puddings. It is also occasionally used in "dutched" cocoa to neutralize acidity. This process darkens the color of the cocoa and produces a milder chocolate flavor. Although the ammonia hydroxide evaporates during the manufacturing process, all treated cocoa includes the terms "dutched" or "alkalized" on the ingredient declaration for products sold in the U.S.

Additionally, a different ammonia compound, ammonium phosphatide, can be used in chocolate as an emulsifier. Emulsifiers make the chocolate more pourable and extend the shelf life by preventing "bloom" which occurs when fat crystals naturally rise to the surface of the chocolate causing an unappealing look and feel to the chocolate.
Is it well written?

• Scannable
• Concise
• Objective
• Inverted Pyramid
• Hyperlinks
• Reader focused

Sharing to Smart-Phone?
• 60 Character max headline
• Links 1-3 words
What makes CNN skimmable?
Still readable on mobile website – Why?
• Report on Business
• Articles (4 pubs)
• Online Learning Podcasts
Discussion

• What steps have you been doing? Skipping?
• Challenges and success stories?
• Questions for us?