

The background of the top section is a dark, moody photograph. On the right, a professional video camera with a large lens is visible. In the foreground, slightly to the left, is a notebook with a handwritten checklist titled 'Capture Plan'. The checklist includes items like 'Key Moments', 'Speaker Highlights', 'B-Roll', and 'Audience Reactions', each with a checkbox. A pen lies on the notebook. The overall scene suggests event planning and content creation.

Just Blessed MEDIA

BLESSED

EVENT CONTENT BLUEPRINT

TURN ONE EVENT INTO 30 DAYS OF MARKETING CONTENT

A PRACTICAL GUIDE + WORKBOOK

Plan what to capture, organize high-value deliverables, create sponsor and attendee assets, and distribute your content long after the room clears.

PLAN IT

CAPTURE IT

MULTIPLY IT

CONVERT IT

What you'll learn

Most organizations put months of work into planning an event, then post only a few photos afterward. This guide helps you capture with intention so one event becomes a lasting marketing asset for your organization, sponsors, attendees, and future registrations.

INSIDE THIS GUIDE

- ✓ Plan coverage before the big day
- ✓ Capture the footage and photos that matter
- ✓ Collect authentic attendee interviews
- ✓ Create sponsor and partner value
- ✓ Turn one event into multiple assets
- ✓ Organize deliverables and distribution
- ✓ Promote the next event with existing content



THE BIG IDEA

Your event is not one day of content. It is a source library that can power weeks of visibility, proof, sponsor value, and future promotion.

1. Start with the goal

Before booking coverage, decide what the content needs to do after the event. A clear goal shapes the shot list, interview questions, edit decisions, delivery formats, and call to action.

- ✓ Increase awareness for your organization
- ✓ Show community impact
- ✓ Thank sponsors and partners
- ✓ Drive donations or ticket sales
- ✓ Promote the next event
- ✓ Build trust with future clients or members
- ✓ Capture attendee testimonials
- ✓ Create short-form content for social media



PLANNING PROMPT

If someone watches this recap in 30 days, what should they understand, feel, or do?

Event goal worksheet

Complete this page before building your capture plan. Make each answer specific enough that your media team can use it to make decisions.

What is the primary business goal of this event?

Who is the priority audience for the finished content?

What should viewers understand, feel, or do?

What offer, registration page, donation link, or next step should the content support?

How will you know the content worked?

2. Capture must-have moments

The strongest recap videos combine energy, emotion, proof, and purpose. General room shots alone cannot tell the full story.

- | | |
|--|--|
| ☐ Exterior and location | ☐ Branded signage |
| ☐ Registration or welcome table | ☐ Guests arriving |
| ☐ Networking and conversations | ☐ Speaker introductions |
| ☐ Applause and reactions | ☐ Sponsor tables or activations |
| ☐ Awards or major announcements | ☐ Candid interactions |
| ☐ Group photos | ☐ Closing moments |
| ☐ Host's key call to action | |



PRO TIP

Share the run of show before event day. The best moments are easier to capture when the media team knows what is coming.

3. Add attendee interviews

Short attendee interviews provide authentic social proof. A few strong 10-20 second answers can support reels, testimonial videos, website proof, sponsor recaps, and email marketing.

1

What brought you to this event today?

2

What has been your biggest takeaway so far?

3

Who would you recommend attend an event like this?

4

What stood out to you about the experience?

5

How would you describe this event in one sentence?

+

KEEP IT SIMPLE

Ask for short, complete answers. Encourage each person to repeat part of the question so the clip can stand alone.

Interview planning sheet

Identify the people and proof points you need before the event begins.

Priority attendee or guest interviews

Speaker, organizer, VIP, or honoree interviews

The story or takeaway each interview should reinforce

Custom question for your audience

Where the interview clips will be used

Subheading

4. Highlight sponsors + partners

Content should help sponsors feel seen and give them useful assets they can share.

Strong sponsor content proves value, supports renewals, and attracts future partners.

- ✓ Booth or activation footage
- ✓ Logo placement in the recap
- ✓ Short sponsor interview
- ✓ Product or service demonstration
- ✓ Partner thank-you post
- ✓ Co-branded recap reel
- ✓ Edited photos for sponsor channels

SPONSOR QUESTIONS

- ✓ Why did you choose to support this event?
- ✓ What audience were you hoping to connect with?
- ✓ What made this event valuable for your brand?
- ✓ What would you say to a future sponsor?



VALUE ANGLE

Deliver sponsor-ready files quickly and make tagging, captions, and usage simple.

5. Turn one event into many assets

A strong event plan creates a content ecosystem, not a single recap video.

HERO ASSET

Main event recap video

PROOF ASSETS

Testimonials and sponsor clips

SOCIAL ASSETS

Reels, photos, quotes, carousels

SALES ASSETS

Website, email, proposals, sponsor decks

FUTURE EVENT ASSETS

Registration promos and next-event campaigns



THINK IN LAYERS

Plan for different audiences, platforms, and stages of the customer journey before filming begins.

Build your content package

Use this starter map to define the deliverables your event should create.

ASSET	PURPOSE
1 main recap video	Tell the full event story
1 short recap reel	Create quick social proof
3 attendee testimonial clips	Capture authentic reactions
1 sponsor highlight	Add value for partners
10-25 edited photos	Support social, email, and website
1 email recap	Follow up with stakeholders
3-5 social captions	Make publishing easier
1 landing page or blog recap	Create a lasting event archive
Future promo clips	Build interest for registration

6. Prepare before event day

The better the plan, the better the final content. Send the media team what they need to anticipate important moments and deliver the correct formats.

- | | |
|---|---|
| ☐ Event date and location | ☐ Start and end time |
| ☐ Run of show | ☐ Speaker list |
| ☐ Sponsor list | ☐ VIPs or honorees |
| ☐ Must-capture moments | ☐ Brand colors or visual style |
| ☐ Venue restrictions | ☐ Delivery deadline |
| ☐ Where the content will be used | ☐ Primary point of contact |



BONUS TIP

Create a simple shot list and name the five moments you cannot afford to miss.

Custom shot-list worksheet

Translate your agenda into a practical capture plan.

The five moments we cannot miss

Branding, signage, products, or sponsor placements to capture

People who must appear in photos or video

Behind-the-scenes moments that reveal the work or emotion

Final call to action the host should deliver on camera

7. Use the content after the event

Do not let the content sit in a folder. Use this four-week sequence to keep the event working.

WEEK 1 RECAP + THANK-YOU

Post the main recap, photo highlights, and thank sponsors, speakers, and attendees.

WEEK 2 SOCIAL PROOF

Post testimonials, behind-the-scenes moments, and key takeaways.

WEEK 3 SPONSORS + PARTNERS

Share sponsor features, tag partners, and deliver their assets.

WEEK 4 NEXT EVENT PROMOTION

Use recap clips and testimonials to build interest in the next event.



CONSISTENCY COMPOUNDS

Schedule the distribution plan before the event so publishing continues when normal operations resume.

30-day distribution planner

WEEK	ASSET	PLATFORM	CTA
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OWNER

WEEK 1			
WEEK 2			
WEEK 3			
WEEK 4			

Final planning checklist

Before your next event, confirm every item below.

- | | |
|--|---|
| ☐ Event goal is clear | ☐ Run of show is shared |
| ☐ Must-capture moments are listed | ☐ Sponsor content needs are identified |
| ☐ Interview questions are prepared | ☐ Photo and video deliverables are defined |
| ☐ Publishing platforms are selected | ☐ Post-event promotion plan is ready |
| ☐ Delivery timeline is confirmed | ☐ Main point of contact is assigned |



YOUR NEXT STEP

Review this checklist with your internal team and media partner at least one week before the event.

MAKE YOUR NEXT EVENT WORK HARDER.

JustBlessedMedia turns conferences, seminars, galas, grand openings, workshops, and community events into content that keeps working after the room clears.

EVENT CONTENT SUPPORT

- ✓ Event video and photography
- ✓ Recap edits and short-form clips
- ✓ Attendee and sponsor interviews
- ✓ Sponsor highlights and partner assets
- ✓ Post-event distribution strategy
- ✓ Custom packages based on your goals

BOOK A CONTENT STRATEGY SESSION

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JUST BLESSED MEDIA • WE CREATE THE SYSTEM THAT COMPOUNDS YOUR CONTENT