



# DOCUMENTING YOUR CONFERENCE

**The right message...  
The right format...  
The fastest turnaround...  
For any audience...**

If your meeting is worth holding, its story is worth telling. That's where The Conference Publishers comes in. We've reported on more than 3,000 conferences over the last 25 years, in more than 200 destinations across North America and beyond. We produce text online and in print, during and after the event. Wherever you hold your next meeting, chances are that our local writing team is ready to join you.

## **News capsules and daily newsletters**

Great text. Fabulous photos. All available overnight or sooner, on your website and in print.

## **News tweets**

Deliver your message via social media! News tweets turn Twitter into your very own news channel. You approve every word before it goes live.

## **Summary reports**

More information than a PowerPoint. Less detail than a transcript. Just the level of factual reporting to keep the conversation alive after participants go home.

## **White papers and executive summaries**

Major themes and key takeaways. We synthesize two or three days of discussion in a few well-written pages.

## **Minutes and decision notes**

An independent record of your committee's key decisions, available a week or less after the meeting.

## **Audio podcasts**

A catchy, five- to 10-minute session summary, in the tone and style of a radio news feature. Would you like illustrations with that? We'll add photos and carefully selected PowerPoints.

## **Audience outreach and marketing**

Need to reach a wider audience, before or after your meeting? How about 60,000 page views in the three months after a conference? With the right content and the right plan, we'll help you get your message where it has to go.

***Talk to us today!***

### **Contact our Content Capture Specialists**

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THE CONFERENCE PUBLISHERS

## DOCUMENTING CONFERENCES, MEETINGS, and WORKSHOPS

Over 3000 events

**Reach a wider audience...**

**Generate revenue from conference content...**

**Build virtual and onsite audiences—before, during, and after...**

**Capture knowledge and results to inform, instruct, and engage...**

### Our clients tell the story...

*"As a conference planner, I recommend The Conference Publishers' services to clients. Their personnel are professional, intelligent, reliable, well-trained, and great to get along with."*

David Dunlop, President, D.R. Dunlop & Associates

*"You have this down to a science!"*

Canadian Public Health Association

*"As I read the report, I started drawing little stars beside the sections that I thought very well reported, where you could feel the reporter enjoyed the session, took the time, and grasped very well the content of the presentations and the discussions. But after several pages, I realized I was putting stars nearly everywhere... Thanks to your document, I was finally able to attend 'my' conference."*

Jean-Marc Fleury, Executive Director, 4th World Conference of Science Journalists

*"We really do think of you as the experts in capturing conference content."*

Howard Njoo, MD, Director General, Public Health Agency of Canada

*"The summary reports are very well done and contain a wealth of information. As I read my way through them, I find myself remembering many points which I had not personally noted down. Let's have them back next time!"*

Participant, R-2000 planning meeting on energy-efficient housing, Ottawa

*"You are the finger on the pulse!"*

Joan Eisenstodt, Chief Strategist, Eisenstodt Associates

*"While the conference was under way, participants snapped up copies of the Daily Notes and commented on stories during sessions and in hallway discussions. The newsletter was a great way to keep a large, diverse group focused on conference goals and objectives."*

*"The document was actually a fun, engaging read. Many of the sessions were quite technical, and some of the complex questions we addressed in the wrap-up newsletter might have taken a graduate student many months to answer. Your team brought the material together in a succinct, readable format, and that was no small feat."*

Mary Beth Bérubé, Georgia Basin Puget Sound Research Conference

### See Yourself in This Picture?

Agriculture and Agri-Food Canada ♦ Alliance Events ♦ American Association of Tissue Banks ♦ American Marketing Association ♦ Antian Professional Services Inc. ♦ Brent Moore & Associates ♦ Canada School of Public Service ♦ Canadian AIDS Society ♦ Canadian Association of Internes and Residents ♦ Canadian Association of Police Boards ♦ Canadian Blood Services ♦ Canadian Council for Tobacco Control ♦ Canadian Institute of Actuaries ♦ Canadian Labour Congress ♦ Canadian Museum of Human Rights ♦ Canadian Paediatric Society ♦ Canadian Public Health Association ♦ Canadian Radio-Television & Telecommunications Commission ♦ Canadian Solar Industries Association ♦ Canine Health Foundation, American Kennel Club ♦ Centre for Emergency Preparedness and Response, PHAC ♦ Centre for Sustainable Community Development, Federation of Canadian Municipalities ♦ Co-operative Housing Federation of Canada ♦ Concepts Worldwide ♦ ConferSense Planners Inc. ♦ Correctional Service Canada ♦ Emond Harnden ♦ EventCamp Twin Cities ♦ Fusion Productions ♦ Health Canada ♦ Industry Canada ♦ International AIDS Society ♦ International Association for the Study of Lung Cancer ♦ International Conference Services ♦ Landmine Treaty Conference ♦ Mannkind Corporation ♦ MCI Group, Geneva ♦ Meeting Professionals International ♦ National Aboriginal Health Organization ♦ National Advisory Committee on Immunization ♦ National Association of County and City Health Officials ♦ National Association of Federal Retirees ♦ National Council of Welfare ♦ National Education Association of Disabled Students ♦ National Meetings Industry Day, MPI Canada ♦ Natural Resources Canada ♦ National Round Table on the Environment and the Economy ♦ Nestlé Purina PetCare Co. ♦ Office of Continuing Education and Professional Development, University of Toronto ♦ Ontario Power Authority ♦ Professional Institute of the Public Service of Canada ♦ Public Health Agency of Canada ♦ Public Service Alliance of Canada ♦ Public Works and Government Services Canada ♦ Royal College of Physicians and Surgeons of Canada ♦ Sonic Foundry Inc. ♦ The User Group ♦ World Conference of Science Journalists ♦ World Federation of Hemophilia ♦