

Techarena Stockholm, photographed by Maze & Friends for Vienna Region.

FREE CHECKLIST

Event Content Checklist

Before, on the day, after. So one evening turns into a whole content series.

Most events produce material for months and get posted once. This checklist helps you plan the content before the camera rolls, shoot the right things on the day and know exactly what goes out afterwards. It comes from our own event productions, from Techarena in Stockholm to conferences and corporate events in Vienna.

PAGE 2
Before: 12 points to tick off

PAGE 3
On the day: 11 points

PAGE 4
After: the content series

5.0 36 Google reviews · Trustpilot 4.4 Trustpilot · ProvenExpert 5.0 ProvenExpert

BEFORE

Plan before the camera rolls.

12 points to tick off. The earlier, the cheaper.

01 Goal and reuse

What the event should achieve

- [ ] **Set one goal per event.** Sign-ups for next time, leads, employer brand or speaker visibility. One of them leads, the rest is a bonus.
- [ ] **Plan the reuse before the shoot.** Which channels, which formats, who posts. What is not planned does not get filmed.
- [ ] **Decide the formats.** Vertical 9:16 for Reels, Shorts and Stories, 4:5 for the LinkedIn feed, 16:9 for the aftermovie and website.

02 People and rights

Who goes on camera

- [ ] **Send every speaker two interview questions.** About 30 seconds per answer. People who know the question answer more clearly.
- [ ] **Put consent into the registration.** Mention photo and video in the registration and at the entrance. Check the details with your data protection adviser.
- [ ] **Offer a solution for guests who prefer no camera.** A coloured lanyard or a camera-free zone.
- [ ] **Agree on approvals.** Who signs off clips, and who may post before sign-off.

03 Shot list

What must not be missing

- [ ] **Write down the must-haves.** Stage wide shot, speakers close up, audience reacting, branding, details, networking.
- [ ] **Match it with the run of show.** Keynote, panel, break: when does what happen, where does the camera stand.
- [ ] **Plan the sound.** Wireless mics for interviews, a feed from the sound desk for keynotes. Bad sound ruins good pictures.

04 Tech and venue

So nothing is missing on the day

- [ ] **Check the interview spot in advance.** Quiet corner, no backlight, branded background.
- [ ] **Check power, batteries, cards and Wi-Fi.** For quick uploads while the event is still running.

ON THE DAY

Shoot what you will need later.

11 points. The most important hour is the one before doors open.

05 The hour before doors open

The most valuable time of the day

- [ ] **Film the speaker interviews now.** Rested, empty room, light under control. Later nobody is relaxed any more.
- [ ] **Capture the set-up and details.** Empty hall, stage, branding: material for the next announcement.
- [ ] **Shoot vertical on purpose.** Do not crop everything later. Framing for 9:16 is different.

06 During the programme

Three moments per keynote

- [ ] **Opening, strongest line, applause.** These three moments per keynote are enough for a clip.
- [ ] **Show the audience.** Nodding, laughing, taking notes. Reactions sell the next event.
- [ ] **Note the quote moments.** Write down the time or timecode. Saves hours in the edit.

07 Networking and voices

The people behind the event

- [ ] **Collect guest voices.** One question, one answer, ten seconds. Five good ones are enough.
- [ ] **Get partners and sponsors in the picture.** Deliver what was agreed and hand them material straight away.
- [ ] **Do not forget group photos.** Team, speakers, partners. Afterwards the group is gone.

08 Be there live

The evening itself is content

- [ ] **First story during the event.** Not afterwards. People who are not there should see what they are missing.
- [ ] **One photo, one sentence for LinkedIn.** The same evening, from the host's point of view.

AFTERWARDS

After: one evening becomes a series.

Five stages, in this order. That keeps the event visible until the next one is promoted.

1. **Highlight clip**
   30 to 45 seconds, music, the best moments. Plus the photo gallery for all guests.

2. **Thank-you and recap**
   Thank-you email with photos, recap post, tag speakers and partners.

3. **Single clips**
   One interview per speaker, each as its own post. Speakers like to share what makes them look good.

4. **Quotes and learnings**
   Quote cards and a carousel with the three key takeaways.

5. **Aftermovie and outlook**
   Aftermovie on the website, plus a save-the-date for next time.

OUR TIP FROM PRACTICE

Put the interviews before doors open into the run of show, with a fixed time. It is the slot that gets cut most often, and the one that delivers the most content.



Techarena Stockholm, arena stage. Photographed by Maze & Friends.

WHAT COMES NEXT

Your next event, filmed by us.

We plan the content before the event, shoot on site with our own team and deliver the series afterwards in every format. Send us the date and venue, and we will tell you what can be made of it.

MAZE & Friends

Get found by AI.
Chosen by humans.
Vienna, Austria

Enquire about your event →

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