

11X Your Content Marketing ROI

Chris Carver

chris@sessionboard.com

We are facing

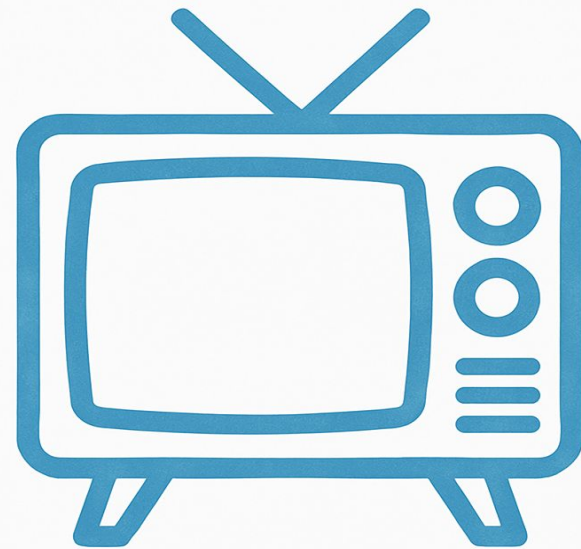
The Most PROFOUND Shift in Sales & Marketing in Decades

Creating: Massive Volatility





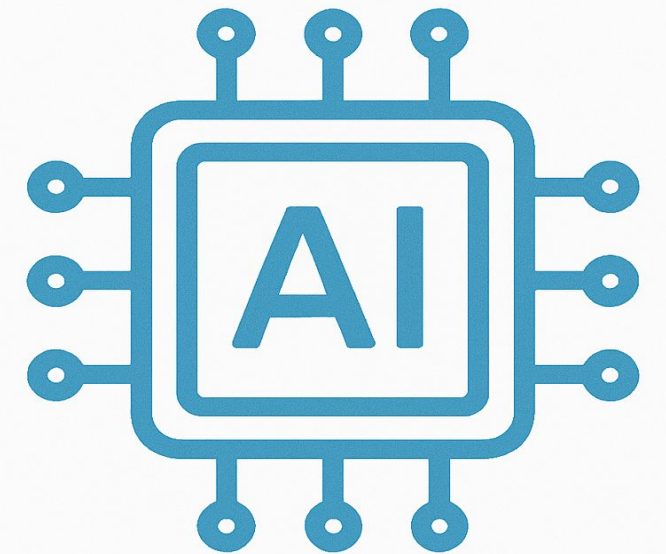
RADIO



TV



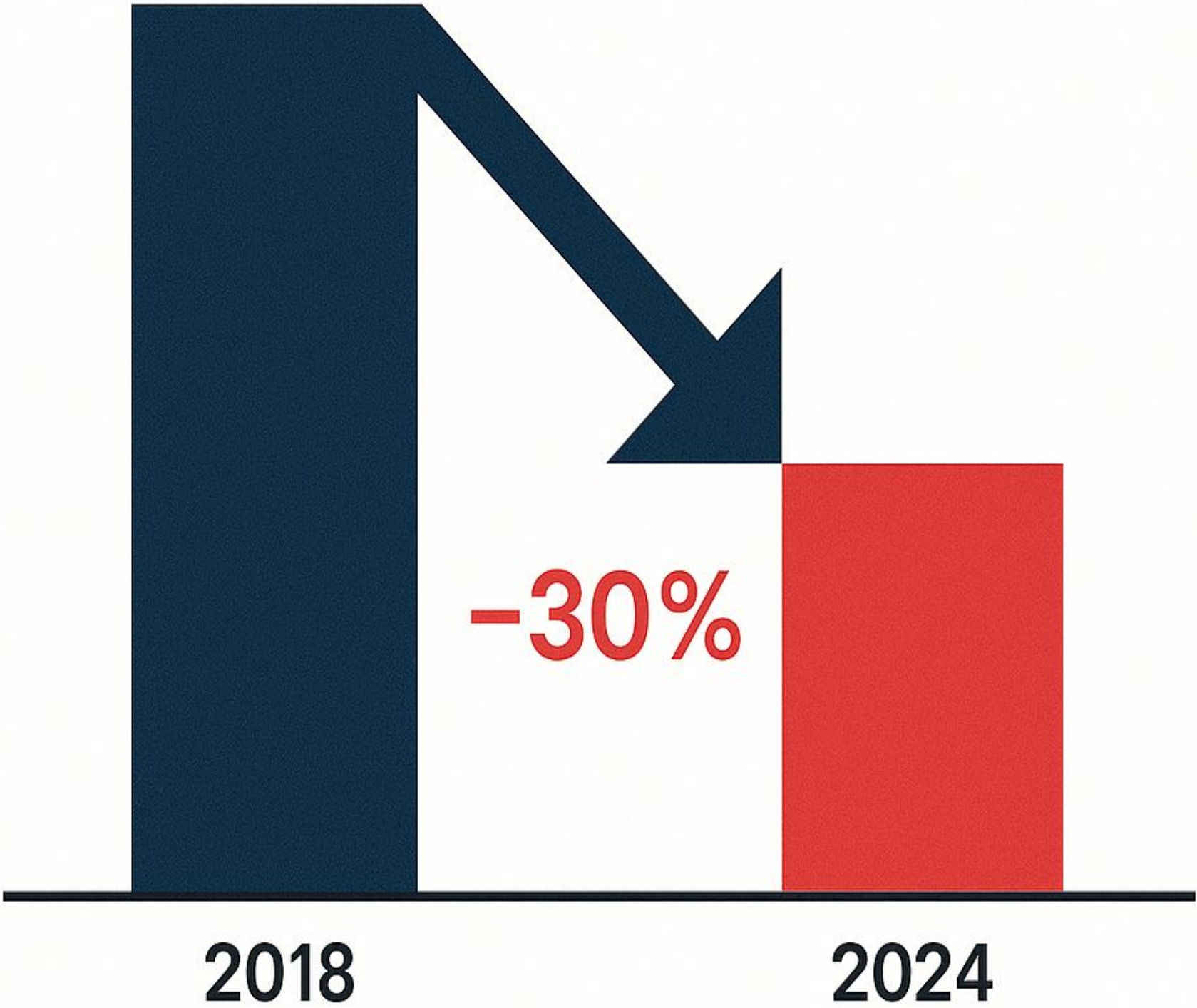
INTERNET



Thesis: In this New World of AI

**“Event marketers hold the keys to the one of
the most valuable SALES and MARKETING
assets your company has.”**

Organic Traffic is Vanishing



Source: SparkToro, 2024

Over 5 Years

Organic CTR is Down By 30%

(Paid Ads Dominate Search Results)

AI Search Results Are Resulting

**Fewer Clicks
Faster Answers
Less Site Traffic**



AI Generated Content Flooding the Market

**AI Content is growing
at 10x the rate of
human-created content**

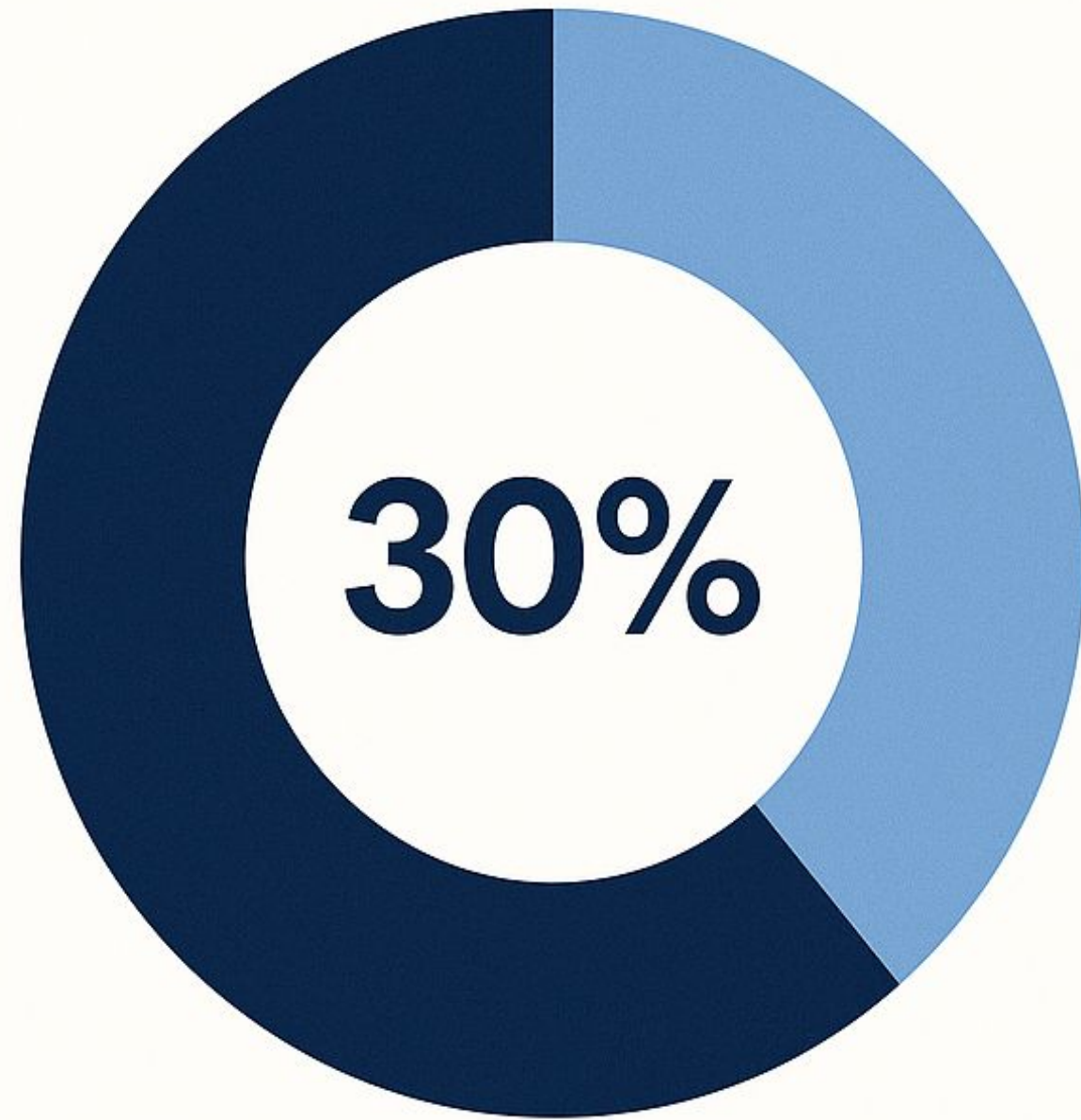
(Source: Content Marketing Institute, 2024)

THE CONTENT FLOOD



Past

(Source: Content Marketing Institute, 2024)



**By 2026, 30% of
searches will be
completed by AI agents**
(Gartner)

AI Agents are Re-shaping Buyer Behavior & Discovery

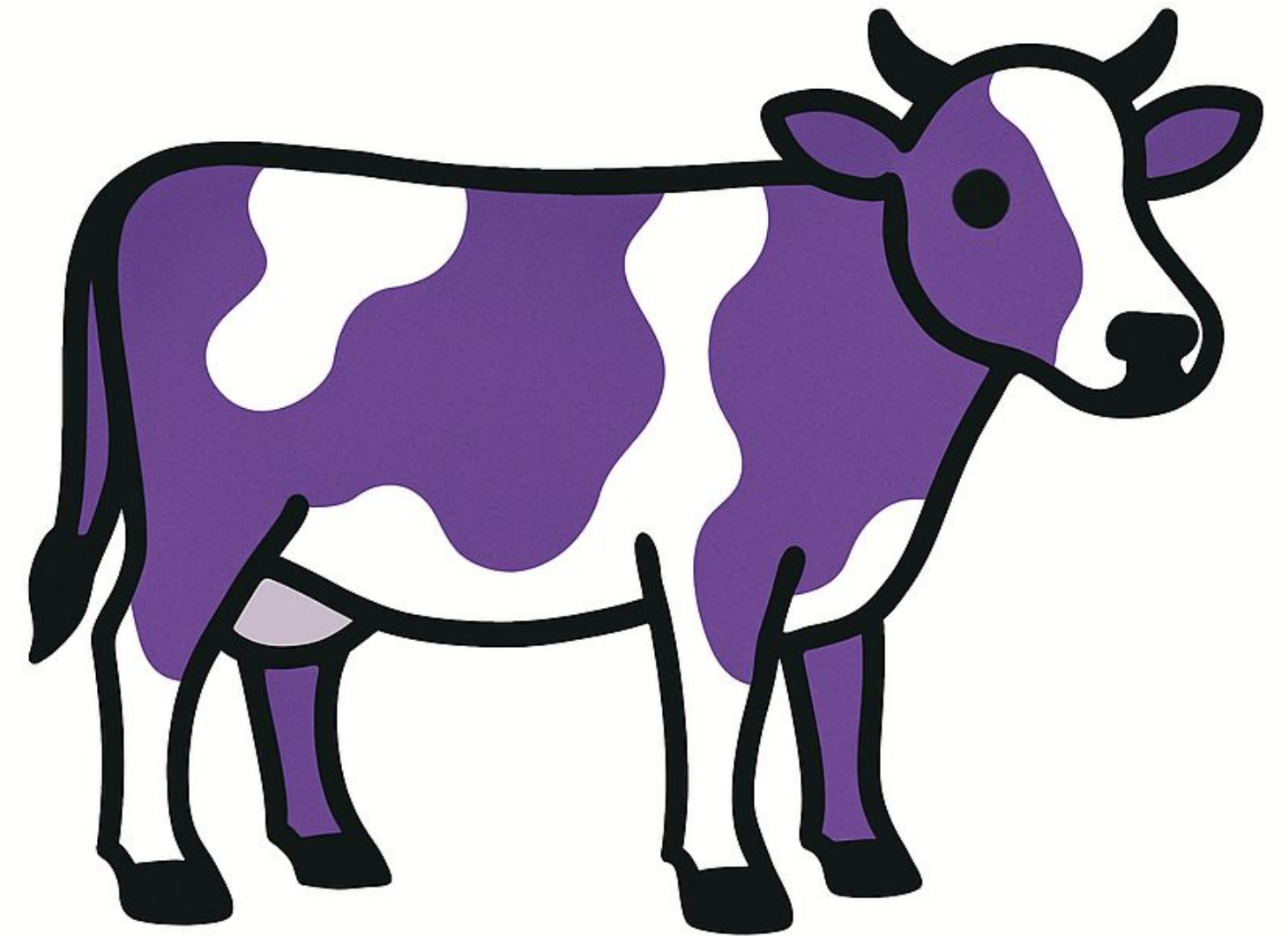
It's Happening

“Nearly three-quarters (74%) of US C-level executives expect AI agents to play a central or complementary role in their businesses in 2025.”

eMarketer, April 2024: A Marketers Guide to AI Agents

As a Marketer it's Getting Harder To:

Standout & Breakthrough the Noise
Build trust with your audience
Generate Qualified Leads
Showcase a clear and positive ROI
Feel Secure in Your Job



E.E.A.T.

(is the new currency of content
marketing success)



E.E.A.T.

Expertise, Experience, Authority, TRUST

developers.google.com/search/docs/fundamentals/creating-helpful-content

New Chrome ava

Google Search Central

Documentation

Support

Blog

What's new

Events

More

Search

English

Introduction

Search Essentials

SEO fundamentals

SEO Starter Guide

How Google Search works

Creating helpful, reliable, people-first content

Do you need an SEO?

Maintaining your site's SEO

Developer's guide to Search

Get your website on Google

Crawling and indexing

Ranking and search appearance

Monitoring and debugging

Site-specific guides

Get to know E-E-A-T and the quality rater guidelines

Google's automated systems are designed to use [many different factors](#) to rank great content. After identifying relevant content, our systems aim to prioritize those that seem most helpful. To do this, they identify a mix of factors that can help determine which content demonstrates aspects of experience, expertise, authoritativeness, and trustworthiness, or what we call E-E-A-T.

Of these aspects, trust is most important. The others contribute to trust, but content doesn't necessarily have to demonstrate all of them. For example, some content might be helpful based on the experience it demonstrates, while other content might be helpful because of the expertise it shares.

While E-E-A-T itself isn't a specific ranking factor, using a mix of factors that can identify content with good E-E-A-T is useful. For example, our systems give even more weight to content that aligns with strong E-E-A-T for topics that could significantly impact the health, financial stability, or safety of people, or the welfare or well-being of society. We call these "Your Money or Your Life" topics, or YMYL for short.

[Search quality raters](#) are people who give us insights on if our algorithms seem to be providing good results, a way to help confirm our changes are working well. In particular, raters are trained to understand if content has strong E-E-A-T. The criteria they use to do this is outlined in our [search quality rater guidelines](#).

★

Search raters have no control over how pages rank. Rater data is not used directly in our ranking algorithms. Rather, we use them as a restaurant might get feedback cards from diners. The feedback helps us know if our systems seem to be working.

Reading the guidelines may help you self-assess how your content is doing from an E-E-A-T perspective, improvements to consider, and help align it conceptually with the different signals that our automated systems use to rank content.



Rewarding Thought Leadership

LinkedIn's algorithm favors human, personal, trustworthy posts — not AI churn.*

3x higher engagement rates than those posting generic updates.

2.5x more connection requests from relevant professionals.

Higher visibility in search results for key industry-related keywords.

The AI Visibility Pyramid

Prove you're real, credible, and influential—on platforms other than your own

Visibility in AI Search is about rising **above the waterline**.





How to Prepare for an AI Agent Future

Despite how disruptive AI agents may seem, they also present new opportunities. The brands that adapt first will be positioned to win. Here are six high-impact strategies to prepare.

How to Prepare for AI Agents

- ☐ Prioritize data quality.
- ☐ Simplify onboarding and usability.
- ☐ Align with the agent's "preferences."
- ☐ Earn customer trust through social proof.
- ☐ Adopt an AI-ready marketing funnel.
- ☐ Blend brand and feature-driven messaging.

The Cool Thing Is

**Event Marketing Teams Have the Answer
To this Massive Sales & Marketing Challenge**





SPEAKERS = E.E.A.T.



SPEAKERS = E.E.A.T.

Experience: Speakers bring lived expertise that AI-generated content lacks.

Expertise: Speakers naturally bring real-world experience, expert insights, and credibility to the table.

Authoritativeness: The best speakers are recognized thought leaders in their fields.

Trustworthiness: Content tied to real industry professionals builds credibility and ranks higher.

SESSION
BOARD 





SPEAKERS ARE THE B2B INFLUENCER

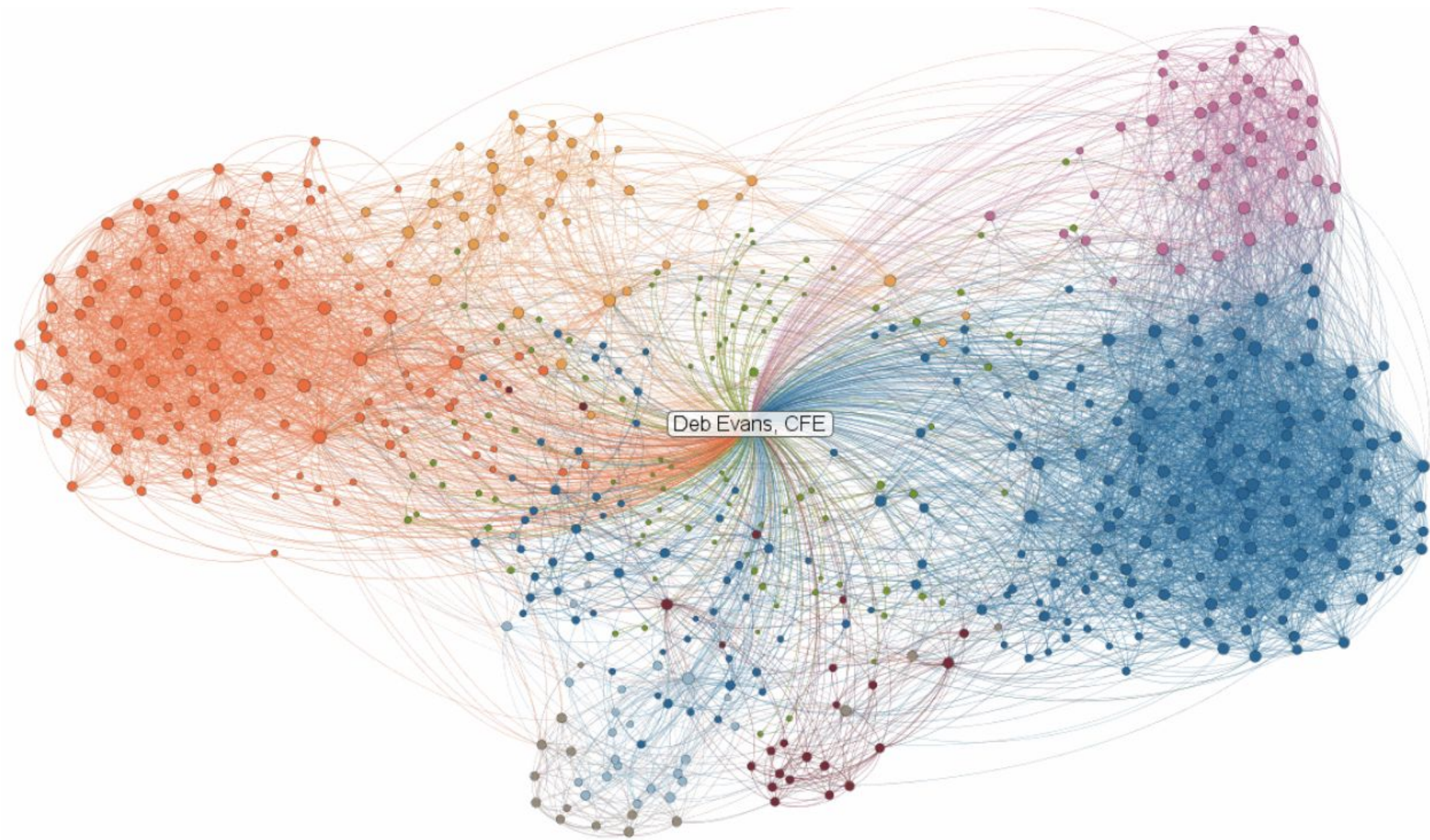
Speakers Are

SME's
THOUGHT LEADERS
CHAMPIONS
CONTENT CREATORS

they also have a **NETWORK**
& Most Importantly: **A Human Connection**

IF YOU THINK ABOUT IT

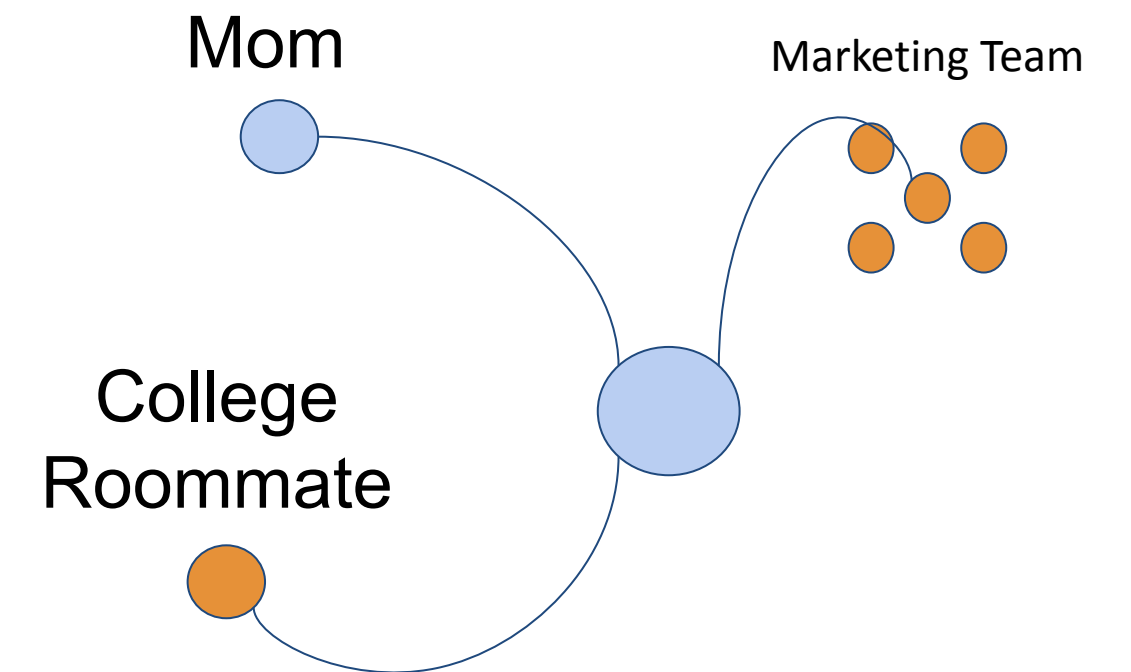
Optimal Process: Speaker (SME)



BOARD

Typical Process: ChatGPT

Junior Content Person



"Your speakers are this untapped resource. You're missing the boat if you're not trying to pull these experts into your marketing strategy"

Mike Rizzo, CEO Marketing Ops Community

THE STATS TELL IT ALL

62% Of B2B buyers trust what influencers say about a brand more than what the brand says about itself - Research by Edelman.

71% of B2B buyers are more likely to engage with a brand's content if it's shared by someone they know or respect. - Research by Demand Gen Report

92% of B2B buyers are more likely to engage with a brand after reading a trusted review. - Research by Salesforce.

11X ROI *In B2B campaigns, **influencer marketing** can generate up to 11 times higher **ROI** compared to traditional digital marketing tactics. - Research by Nielsen Catalina Solutions*





93%

*Of CMO's plan to **increase their use of B2B influencers** in the coming years - study by Ogilvy*

SESSION
BOARD 



THE DATA IS CLEAR

**B2B influencers, SME's, Thought Leaders are
essential for growth-driven brands to stand out.**

**SESSION
BOARD** 

For Marketing Success

These Individuals Have to be the Foundation of your Marketing Strategy





PREDICTION: IN THE NEXT 1-2 YEARS

**Every B2B marketing team will leverage A *SPEAKER*
CRM to optimize their sales & marketing strategy**

**SESSION
BOARD** 

The Big Question

Why Hasn't This Been Done?

Sample Event Department Structure For **Enterprise Business**

Head of Events

T1 / Flagship
Events

Field Marketing
Team

Community
Team

Webinar
Team

PROBLEM

Org Structure

Events are often separate from
content Marketing, demand gen
teams

All of which often source tech
different from each other.

Very difficult to develop a
cohesive event tech plan

Existing Systems: Not built for speaker and content aggregation & management

**Event
Management**

**Built Around
Registration**

Traditional CRM

**Built Around Sales &
Marketing Functions**

Spreadsheets

No answer needed

The 2025 B2B Influencer Marketing Report

What are the biggest challenges you face in succeeding with influencer marketing?

Identifying, qualifying, and connecting with ideal influencers



Measuring and reporting results



Managing relationships with influencers



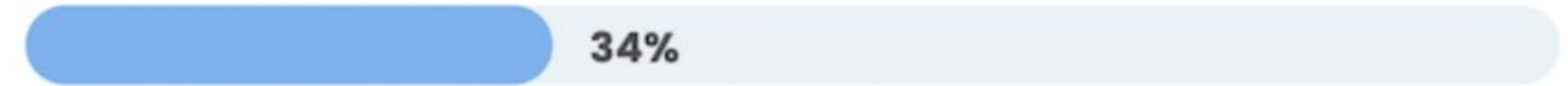
Collaborating with influencers and creating content



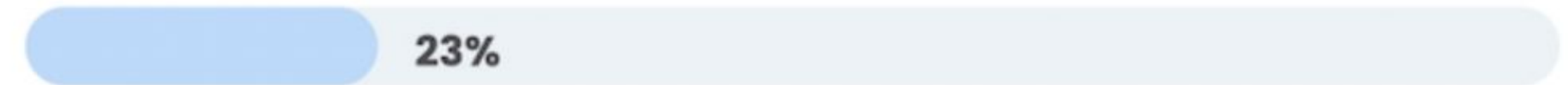
Creating and documenting an integrated strategy



Securing adequate budget or resources



Activating and managing influencer payment and fulfillment



Event Marketers

This is our Moment

(You hold the Keys / Have the Relationships / Are at the Source)

The Solution

What Is Needed?

THE FIRST STEP

Find a tool that allows you to
automatically

Agregate, Index, Search, Invite,
Activate and Manage your
Speakers in one place.

Contacts [Access Segments](#)


Search by keywords [Advanced Search](#)


Filters (7) [Save as Dynamic Segment](#)


[CEO](#) [Spanish](#) [French](#) [Professionals](#) [Managers](#) [Conference](#) [Workshop](#) [Clear all](#)


[Table](#) [Grid](#) [Analytics](#) [A-Z Sort by](#) [Options](#)


☐ Select all


**Klaudia Bader** [✕](#)
[Professor](#)
[Johnson's General Stores](#)
Sessions: [15/24](#) [Di](#) [Po](#) [23](#) [Co](#) [Nc](#)

**Yvonne Foerster** [✕](#)
[Professor](#)
[Johnson's General Stores](#)
Sessions: [15/24](#) [Di](#) [Po](#) [23](#) [Co](#) [Nc](#)

**Kevin Daecher** [✕](#)
[Professor](#)
[Johnson's General Stores](#)
Sessions: [15/24](#) [Di](#)

**Martina Frueh** [✕](#)
[Professor](#)
[Johnson's General Stores](#)
Sessions: [15/24](#) [Di](#) [Po](#) [23](#) [Co](#) [Nc](#)

**Kevin Möller** [✕](#)
[Visiting Professor, Dr. H. P. Mycroft...](#)
[Cala Foods](#)
Sessions: [1/2](#) [Nc](#) [Po](#) [Di](#)

**Frank Zimmerman** [✕](#)
[Animator](#)
[Specialty Restaurant Group](#)
Sessions: [2/5](#) [Di](#)

[1](#) [2](#) [3](#) [4](#) [5](#) [1-25 from 1204 contacts](#)



Search by topic & key attribute

Is/can be fully integrated

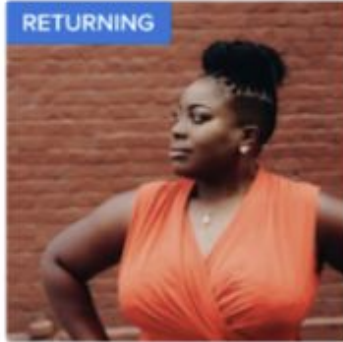
Built-In communication & Dynamic Lists

Optimized for speaker management
(Headshots, Bios, notes, EA info, etc.)

Allows You to Track Any Data Point

Contact ProfileEdit

RETURNING



Marta Bradford-Smith

[Twitter](#) [Facebook](#) [LinkedIn](#)

Prof Marta Bradford-Smith, PhD (she/her)

Assistant Visiting Professor
Qualtrics Institute of Higher Learning

Los Angeles, California, United States

★★★★

Send Email

Send SMS

Related Events (3)

Add Event

EVENT NAME	EVENT DATES
<div>Hi</div> 2023 Hinoma Conference	Oct 15-22, 2023
<div>Hi</div> 2022 Hinoma Conference	Oct 13-15, 2022
<div>Fi</div> 2021 Fashion Industry Virtual Showcase	Feb 22, 2021

Speaker Profile

ENGAGEMENT TYPES

Interview, Case Study, Roundtable Discussion

SPEAKER FEE

\$5,000

AVAILABILITY

December 7-9, 2023

AUDIENCE TYPE

Professionals, Entry-Level

TARGET AGE RANGES

Under 21, 21-35

LANGUAGES

English, Yoruba

Content Information

PREFERRED FORMAT

Interactive Workshops, Presentations

TOPIC / EXPERTISE

Career Advancement Strategies, Networking and Relationship Building

BRAND

Personal Care and Beauty

[SESSION] TRACK

Wellness and Work-Life Balance

[SESSION] LANGUAGES

English

Professional Background

Company

Tier 1 Events

Field Events

Webinars

Community Events

Podcasts

Marketing

Geographic Data

27% of event marketers

are investing more in smaller, regional gatherings..

Event marketers plans to host 11-20 smaller, scalable events designed to be replicated across various regions and formats.



Pro Tip #2

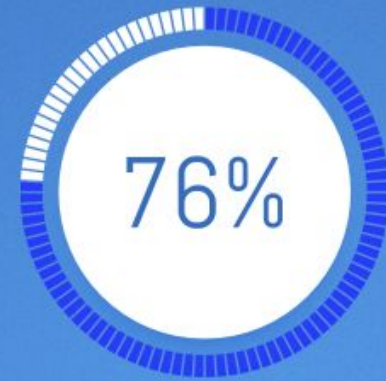
Always confirm and log EA communications contact details in the speaker contracting and/or onboarding process. It's much easier to get that information up front.



Executive Assistant Details

Speaker Diversity

Pro Tip #3



of attendees say

they are more likely to attend an event that prioritizes diversity in its speaker lineup.

2023 EventMB report

Can Go Well Beyond Just Demographics

Career Level

Topic Expertise

Company or Department Affiliation

Past speaker training

Preferred Content Formats

Customer or Sponsor Representation

12 Data Points To Track



**Geographic
Data**



**Key Contact:
Assistant**



**Speaker
Diversity**



**Session
Transcripts**



**Past Videos +
Presentations**



**Network
Efficacy**



**Content
Syndication**



**Speaker
Training**



**Industry
Expertise**



**Sales Cycle
Data**



**Internal
Notes**



**Track Past
Sessions**

12 Strategic Speaker Data Points To Track

SCAN ME



SESSION
BOARD 

11x Event Marketing ROI:
Search, invite, and activate
your most valuable marketing asset

Demo Speaker CRM

