



THE CONTENT STRATEGY CONFERENCE
ONLINE EVERYWHERE • MAY 18–20, 2020

Conferences are a huge investment of time and money. And while it can be tough to calculate the return on your investment, it's pretty easy to measure the tangible benefits of attending Confab—and match those benefits to your organization's needs.

Keep up on the latest in content strategy

The conference lineup offers a group of the best and most knowledgeable speakers we've found in content strategy. Go ahead, check out the program. You'll hear from super-smart peers and leaders in the industry.

Learn how others do work in the field

Between practical, hands-on workshops, real-life case studies, and conversations as you network between sessions or after hours, you'll learn how all sorts of organizations are solving content problems.

Improve internal content processes, governance, and workflows

Is your content a mess? It's OK to admit it—we've all been there. Confab is a place to air our dirty content strategy laundry and hear how others are overcoming challenges and improving their work.

Recruit new talent for your team

Let's face it: Finding good content strategists is no easy feat. You'll find smart, curious, capable candidates in this crowd.

Solve a current problem

Designing content for a chatbot? Aligning those pesky stakeholders? Trying to reach new audiences? Confab offers targeted sessions to help you solve specific challenges.

Reduce costs on content strategy work

Sometimes saving money means honing your own skills. Sometimes it means tracking down an outside consultant or agency with specialized expertise. At Confab, you'll learn how to make smart decisions about content strategy investments.

Train others in content strategy

Companies tell us Confab is most valuable when you send a team, but that's not always in the cards. Fortunately, most speakers share slides with registered attendees after the conference, so you can bring your fresh knowledge back to your group.

Accelerate your value as an employee

Hiring a new person with new skills is costly. When you look at it this way, increasing the skills of existing employees is a bargain. You'll also learn to streamline your work and increase your productivity.

Know who can help when you get stuck

Once you know content strategy folks from around the world, you'll have plenty of resources as you tackle tricky projects.