

3. Preparing Your Content

- [Download Content Plan Including Required Templates: Video Tutorial](#)

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Important: If you haven't already done so, please take the time to read through the [Introduction section](#) as this includes essential guidance and tasks before you move forward.

We recommend collating all the required content (or most of it), into the required formats before you start building. You can make real time edits and add additional content at a later date if you need to do so.

Considerations:

- For additional guidance on what is required in the templates for the following please click relevant option to see how this links to the CrowdComms Platform. People, Agenda, Companies
- There is an option to allow companies (exhibitors, sponsors) to self edit their profiles, if you go with this option, you will only need to import the company name and main representative. [Read more](#)

You can download the Content Plan folders which will form the basis of your platform [here](#). This is also included as an attachment on this guide, and will look like the below once downloaded.

Download Content Plan Here

| < > Content Plan | |
|------------------------------------|--|
| Name | |
| 1. Platform Plan | |
| Platform Plan | |
| 2. Brand Guidelines | |
| Example-CrowdComms-Brand_Guide.pdf | |
| 3. Template Assets | |
| 4. People | |
| 5. Agenda | |
| 6. Companies | |
| 7. FAQ's | |
| 8. Maps | |
| 9. Session Engagement | |
| 10. Surveys | |
| 10.1 Game | |
| 10.2 Documents / Abstracts | |
| 10.3 Video Library | |
| 10.4 Other Content? | |

Guidance on what is needed for each of the sub folders within the Content Plan is included within this chapter in a chronological order.

Please note: If you do not need one of the sub folders i.e. Sponsors, you can remove as required.