

# Event Management – Change the Game

**New rules and technologies to magnify  
conversations around your event**

## Change the Game!

Traditional event management sought to focus the media's attention on a physical happening. Creativity was often confined to selecting unusual venues for press conferences and devising themed parties. The basic procedures, however, were as predictable as the sun rising and setting. Then along came a game changer: social media.

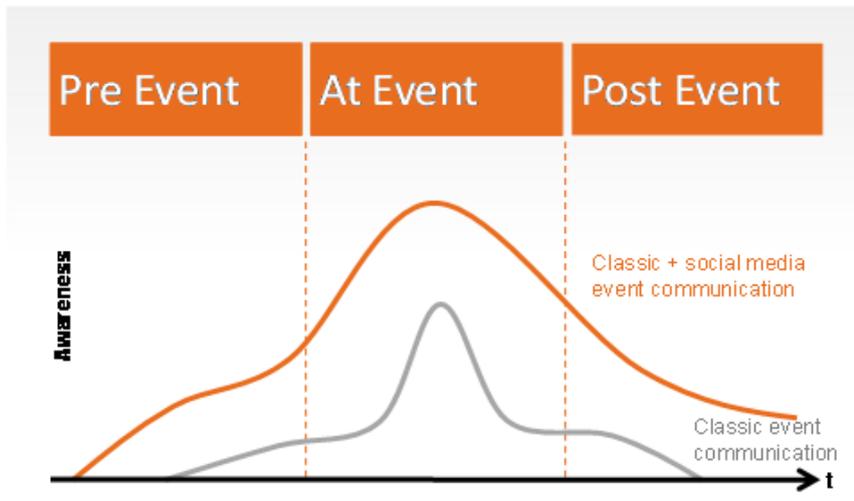
## The New Rules

The new technologies magnify the conversations around your brand because of their global reach and their ability to engage attendees, whether physically or digitally present at an event. Twitter traffic, for example, no longer depends on the size of an event. A mere 10 percent of participants might tweet at one event, while another could attract eight times more Twitter users than participants. This means that the virtual attendees of the event exceed those present by 800 percent! Digital Event Management is designed to help you get such results. The key is an analysis of the event concept to determine the best social media channels for reaching your target groups. Event managers are given a powerful suite of tools that can be used to leverage attention before, during, and after the event. It is now possible to extend the attention and excitement around an event at least 30 percent. This is done by prolonging and deepening conversations around your brand, as well as by building relationships that go far beyond what is possible on the day of the event alone.

We call this **Digital Event Management**, and it's better than the traditional way because:

- It's a unified approach for all event activities – online and offline.
- It's real-time communication that can help you address those who will not attend the event.
- It uses new communication channels such as YouTube, Twitter and Facebook to address traditional media.
- It embraces new target groups like bloggers, and expands the general reach of your communications.
- It allows you to integrate and distribute creative multimedia content.
- It has an instant global impact on your activities, teams and results.

**The payoff:** You get the right people to talk about you, your brand and your event. This raises the overall buzz to a much higher level.



When used with traditional event communication, social media event communication leads to far greater awareness – before, during, and after the event.

### How Digital Event Management works:

Digital Event Management is based on a crystal-clear strategy. To define it, we ask:

- What is the topic of the event? What makes it unique? Why would people want to attend?
- Does the topic or setting lend credibility to the company? Does it fit in with the company's portfolio and positioning in the market?
- What's the scope of the event? Is it global, regional, or local?
- Who is the event aimed at? What social platforms are they most active on? How does the topic resonate with these audiences?
- How do we engage with these people? What additional value can we offer them through a social media dialogue?

The Digital Event Management team needs to answer these questions accurately and comprehensively to put in place a solid basis for their strategizing and planning. Once the strategy has been defined, planning can be arranged in line with the three key stages of the event: before, during, and after.

**Each stage has different objectives and requires different platforms, tools, and actions.**

## Phase 1: Set Up a Management Platform

First, we need to make sure that the right tools are in place for effective management of the communications activities. The bigger and the more international the scope of the event, the more it is recommended to use an online management platform. These platforms enable global collaboration and allow you to:

- **Assign tasks** to people, set deadlines and track milestones
- **Share documents** and information
- **Share calendars** (of speakers, for example) and set calendar alerts
- Have **group discussions** around topics
- **Schedule appointments** and smaller events around your event
- Keep **all information in one place**
- **Provide access to information wherever you are** - at your desk, on location, or travelling



At Mobile World Congress 2010, Skype electrified the global media and blogging community when it announced a partnership with Verizon Wireless in the US. Skype's ten spokespeople deployed a digital event management tool to deal with the resulting demand for information. They successfully used it to set up a global platform for documents and to schedule 140 briefings with media and bloggers from all over the world.

## Phase 2: Generate Conversation!

Before an event, the goal is to raise awareness and establish the appropriate communication channels to reach the right audiences. At this stage, we identify the key influencers and their platforms. We then contact them, involve them in our planning, and find out what their expectations are.

Possible activities at this stage:

- Create a fan page on Facebook, a group at Xing or LinkedIn.
- Use existing Twitter account; set up Twitter event listing; engage with other Twitter users; establish hashtag if not in place already – and begin communicating.
- Create a **YouTube** account.
- Set up an event **blog**, or add a section to an existing corporate blog.
- **Engage** with relevant bloggers.
- Set up a **social media newsroom** about the event.



**Lenovo** made good use of a digital event booking tool for its press talk at IFA 2010. With it, the PR team managed to bring over 35 international journalists to the event, making the invitation process simple for the journalists and the PR team. Key features used included a customized invitation page, where journalists could register and ask for one-on-one interviews, automated confirmations to journalists, and invitations to access the press event. Pre-defined members of the PR team received automated invitation status updates as well.

- Create an **event microsite**; use **multimedia material** to drive awareness prior to the event.
- Develop and create a smartphone **application**.
- Manage the invitation process with an **online registration and ticketing** tool.

The main task at this stage is to seed active conversations with valuable information. Digital event management, when executed well, maintains the interest of key influencers at a constant level.

### Phase 3: I like!

This brings us to the event itself. The goal at this point is to present the information to the attendees at the event, and also to those outside of it – via live video streaming or real-time tweets. The key objectives here are to increase dialogue among participants and brand-followers on various platforms, as well as to create and share interesting content from the event itself.

### Suggestions:

- Set up a **Twitter wall** featuring tweets by event attendees, and monitor it regularly.
- Create a plan for how speakers or company representatives will **answer** questions on Twitter, and promote these interactions.
- Produce **videos** of the various sessions, as well as a show-reel of event highlights.
- Shoot **video quotes** of event speakers that can be used across social media channels.
- **Monitor** online conversations and identify all possible avenues for participation.



**Cadence Design Systems**, the world's leading electronic design automation company, set up a [Twitter account](#) in March 2010 to promote and support their trade shows and events. From March 2010 to November 2010, the number of followers they had on Twitter rose to 154. The company sends out live tweets on keynote speeches and news announcements. Cadence also posted [videos from its annual user conference 'CDNLive! EMEA'](#) in all their social media releases and on the Internet. With these online activities, Cadence boosted interest and awareness of their events, and also kept the momentum and conversations going well after the event.



**IBM Lotus** organized the first [Lotus JamCamp](#) on April 23<sup>rd</sup> and 24<sup>th</sup> 2010. The goal was to bring together digital natives, organizations and universities to discuss everything from the workplace of the future to social media for marketing and PR to enterprise 2.0. A week-long online brainstorming session, 'Online Jam', was held in preparation for the event. Simultaneously, IBM organized a [bus tour through Germany](#) for digital natives, bloggers, IBM-ers as well as company and university representatives. The bus made several stops to facilitate on-site JamCamp discussions with companies, organizations and universities. **Text 100** supported the event with [Twitter, blogs, communities and YouTube](#). The JamCamp was organized using IBM's social collaboration tool **Lotus Live** and external partners.

#### Phase 4: Let's continue the conversation

A key advantage of digital conversations is that they can continue after the event buzz has subsided. As well, additional content can be sent to valuable contacts and feedback from attendees can be monitored and noted for future planning.

#### Check list

- Make **presentations/video streams available online**; create a social media news release that encapsulates all multimedia material.
- **Monitor** and engage on social media platforms around **post-event coverage**.
- Collect **feedback** for the next event.
- **Follow-up** with new and existing contacts, and stay in touch.
- Find a way to **keep the discussion going in social media** between events.



**NXP Semiconductors** produced demo videos at the Embedded World trade show 2010 for [YouTube](#), which has generated more than 1000 views already. For Electronica 2010, the company [launched a microsite](#) with social media content like demo previews and speaker interviews. At the fair itself, NXP sent out tweets from the booth and the press conference. With these activities, the company was able to reach a far broader audience and prolong the discussion even once the event was over.

#### Text 100 Live@

Digital Event Management calls for a working knowledge of a variety of channels, platforms, and tools. To make this easier for you, Text 100 offers the **Text 100 Live@** concept. This service consolidates all Digital Event Management activities into a single **Event Management Cockpit**.

#### Here's what you can achieve with Text 100 Live@:

- **Deepen and strengthen** your **relationship** with your key target groups
- Host all your **brand conversations** in **one place**
- **Prolong** your **conversation cycle**
- Easily **integrate** all your **social media assets**
- **Adapt** to **your** individual communication needs
- Build a **low-cost, industry-leading platform**

**Text 100 Live@** packages are available as Basic, Standard and Premium offerings:

<b>BASIC</b> LIVE@ PLATFORM BASIC DESIGN	<b>STANDARD</b> BASIC OFFERING +	<b>PREMIUM</b> STANDARD OFFERING +
Company/event logo header	Individualdesigned event header	Customized layout in individual corporate design
RSS feed module	Picture banner rotator	Multilingual content support
Event blog module	Product showroom module	Fully customized modules include
Twitter wall module	Tag cloud module	<ul style="list-style-type: none"> <li>• Automatic Social Network publishing</li> </ul>
Press-room module	Youtubemodule	<ul style="list-style-type: none"> <li>• Opt-in form</li> </ul>
Social Media asset module	Flickrmodule	<ul style="list-style-type: none"> <li>• Appointment scheduler</li> </ul>
Social Bookmarking module	Facebookfan module  Event booking module	<ul style="list-style-type: none"> <li>• Sweepstake</li> </ul>

**Contact:**

For more information on **Text 100 Live@™** packages, please contact:

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