

"POWER UP" EVENTS

WITH

SOCIAL MEDIA

the ROLE of
#SocialMedia
can play a huge
role in the
success of an
event before,
during & after.

84%

of event organizers
use Facebook to
promote events

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ATTRACT MORE ATTENDEES
CULTIVATE ENGAGEMENT
EXTEND THE LIFETIME VALUE



create an event listing

Facebook, Twitter, G+, LinkedIn, Website

integrate
w/ socialmedia
registration

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make it easy for
everyone to follow
the social chatter
around the event &
interact

VIDEOS

— builds excitement —

enhance the event

prizes

Tweet of the day
Most retweets
Most tweets



check-ins

Encourage attendees to check-in at various venues around event. Offer small incentives or activities.

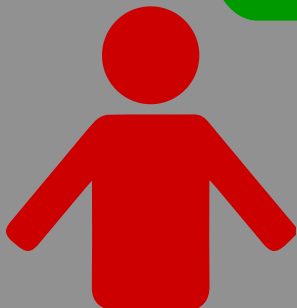
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Tweets containing
receive twice as
much engagement
as those that don't.



customer support

what is the wi-fi code?



how do I get to the event?



extend the lifetime of the event

over 4 BILLION
hours of video
are watched
each month on



share videos

get feedback



monitor "buzz"
around the
event.

ask what people
thought.

maintain an engaged community

keep in touch with attendees to
encourage sharing when events are in
others parts of the US.

people like to share!



Contact

Socially Powered

**to get your next event
"Powered Up"**

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