
New technologies and social networks to aid events



New technologies and social networks are an integral part of our personal lives as much as in our professional ones. They have even become essential tools for the promotion of an event. The new 2.0 tools are used to attract as many people as possible, communicate in events and make guests involved.

How can one efficiently use these new tools during the organization of their event? Here are our tips.

1.

Before the event



Invite

- Create a website for the event.
- Use an online registration platform, such as Evenium.net to run the event, handle the invitations, the billing, reminders etc.
- Create personalized and named invitations.



Increase the reputation of your event

- **Facebook:** Create a page with your logo, post a summary of your event, geolocalize it, add a couple of photos (from previous years, the venue, of your team or of your key speakers).
- **Twitter:** Create a Twitter account or use the one of your company. Create a Hashtag for your event, it has to be short and only usable for your event (eg #Oscars2013). Post Tweets without forgetting to add the useful # and @ (eg @eventprofs #event etc).
- **Pinterest:** Create a board especially for the day of the event and start pinning relevant photos in reference to the type of the event.
- **LinkedIn:** Post a presentation of the event and take part in groups to present it.
- **Google +:** Create your event in G+, discuss it and invite your contacts.
- **Blogs:** Identify the influential bloggers and contact them to promote the event.
- **Site internet:** Update the home page of your website to include the presentation of your event. Add the link towards the online registration page.



Sell more event tickets

- **Ticketing:** Incorporate your ticketing system into your website and your social networks.
- **Promotion codes:** Use promotion codes to attract a maximum of participants.



Make your guest involved

- Integrate the links towards social networks on the invitation email as well as on the event website.
- Ask your participants to express themselves on social networks.
- Post relevant content on social networks to attract as many participants as possible. Careful! This doesn't necessarily mean posting promotional content, it has to be exclusive and targeted content. Keep the disclosure of certain information to members of your community, raise curiosity by posting teasers. A budget is necessary to put in place quality advertising.



Facilitate communication and organization

Use an event application, such as Evenium ConnexMe, to communicate and interact directly with your participants. You will limit the amount of emails sent and your guests can access all the practical information at any time (Program, event map, name of speakers, guest list,...etc)



Boost networking

- Publish the guest list via the event app, the participants can then consult the profile of other guests, exchange private messages and arrange meetings for the day of the event.
- Suggest to your guests that they connect their social networks to the event app, so that they may identify mutual contacts and network easily between one another.

2.

During the event



Make your event shine

- **Youtube:** Publish live streaming videos as well as prepared videos to stress key aspects.
- **Twitter:** Do not forget the event # at the beginning of every session to encourage your participants to post their comments on social networks.
- **Pinterest:** Immortalize the event by posting pictures of your guests and of numerous activities. You can even set up a contest to encourage guest participation.
- **Google+:** Add pictures and videos in real time on the page of your event.



Inform participants in real time

Via the event app, send push notification messages to your guests to make sure there are no missing key aspects of the event.



Make your guests involved

- Allow them to post comments and questions directly on the screen thanks to their smartphones, computers or tablets.
- Organize votes live.
- Interview participants, take photos, film the event and suggest to your guest that they go on social networks to see the results.

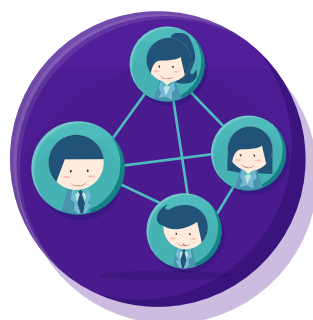
3.

After the event



Make your event last in time

You can record live audio and content (presentation slides, participant comments, posted tweets & comments etc...) and publish this memory of the event.



Unite and retain a community around the event

- **Youtube, Vimeo and Dailymotion:** Publish the videos of the event.
- **Pinterest:** Post photos of the event and propose to your participants that they do the same.
- **SlideShare:** Share the presentations.
- **Blog:** Post articles, press releases, photos etc.



Thank and Improve

- Send an email recapping the strong points of the event, statistics (number of comments, vote results etc....) and put forward the major contributors.
- Use the data you've gathered (the results of the session evaluation polls, the number of people that have signed up, participants' involvement etc.) to work out the event's ROI and measure how successful it was. This step is key for improving your future events!

Want to know more? Contact us, we will be happy to answer all your questions!

Email: contact@evenium.com Twitter: [@evenium](https://twitter.com/evenium)

Evenium team