

EVENT FEED



BOOST YOUR EVENT WITH THE POWER OF SOCIAL MEDIA.

When you're planning an event, one thing you want is talkability. You want everyone at the event to share their experience, creating a worldwide conversation for all to be a part of – and for it to trend on social media of course. That's not much to ask for, right?

That's where our audience engagement tool Event Feed comes in.

"Having the tool as part of our event helped to increase our Twitter following and ensure that we were in the top 5 trending hashtags on the day of our event."

Danielle DeSantis
Air Warfare Destroyer Alliance



THE TECHNOLOGY

Event Feed allows you to capture your audience's Tweets, Facebook and Instagram posts including images and displays them on screen for all to see.

Recent developments to this technology means that companies can now make their Event Feeds private if they choose. This means the content only shows on the internal event screens, so companies can ensure that only attendees, not the entire internet can see the interaction. Using private Event Feed keeps the conversation in the room so nothing makes its way onto social media.

Social conversations extend the impact and influence of the event outside the venue walls. Guests capturing and sharing their favourite moments, keynote insights or sporting goal via their social channels, enables your event to engage a world-wide audience. Even webcast viewers who couldn't make it to the live event can join the conversation.

Choose from our 12 standard animations, or our talented team can also produce a customised design for your brand that will make your wall come alive. Ask your Staging Connections contact to show you some examples, so you can choose the perfect one for your event.



MODERATION

You have full control of what comments/images are posted by moderating via your phone, tablet or laptop.

Event Feed can also prioritise which posts get displayed based on specific users or keywords you nominate. This is great for sponsorship opportunities to ensure your contributors are seen and heard. Speak to your Staging Connections contact for more details.

TEMPLATE DESIGNS



1 Wheel
Spins and then displays post with image as background



2 Twitter Like



3 High Five



4 Twitter Fall



5 Basic Slide
Displays the post over any attached image and then the image full screen



6 90 Degrees



7 Message Rotate



8 Rotate Full Screen
Displays the post over any attached image and then the image full screen



9 Picture Rotate 3D



10 Cube



11 Tiles Slider



12 Twitter Ticker

WHY CHOOSE EVENT FEED?

Here's how Event Feed can positively impact your event:

- Encourages audience interaction
- Presents your entire event conversation in a single thread
- Add a new dimension to networking
- Take advantage as everyone will be posting already
- Allows virtual audiences to engage with the live event conversation
- Provide sponsorship opportunities
- Supports your event to trend nationally and even globally
- Engages attendees with the event content
- Run competitions to keep your audience involved
- Gathers insights into your audience's sentiments, thoughts and opinions
- It's entertaining and extends the conversation

Plus, we'll give you analytics about all the posts, including images and a 'leader board' showing which users were the most active and what posts were popular.

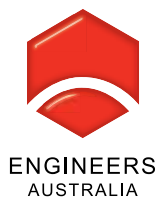
WHERE TO USE IT?

Online, every topic has an audience. Make them yours at any of these events:

- Conferences and exhibitions – post and share the #eventhashtag
- Corporate events – get likes, followers and increase traffic to your social media channels #brandawareness
- Charity Events – raise awareness of the cause #showyoursupport
- Social events – encourage networking #makenewconnections
- Sporting events – spark team spirit or drive competition #GoRed vs #GoBlue
- Gala dinners – drive awareness of the event and entertain the crowd #bestdressed
- Q&A sessions – manage these effectively #opinionsmatter



CLIENTS WHO LOVE EVENT FEED



HOW TO GET THE MOST OF IT?

Here's our top tips:

- Include the hashtag on all your promotional materials
- Kick start the conversation on the day with some hashtags encouraging participation "Get your tweet on screen with #SCEvents"
- Remind people about the hashtag during the event
- Make sure your hashtag is relevant and short
- Don't forget to use the hashtag in your social posts!

COSTS

Standard Templates

- \$1,500 ex GST per event day
- \$500 ex GST per extra day for multiple day events

Exclusions: AV services and show laptop

Customisation Options

Gold

Your own custom Event Tweet wall to match any brand.

Starting from \$3,500 ex GST.

Silver

One of our templates adapted to include your logo, colour palette, fonts and background.

\$2,000 ex GST

Bronze

Your logo placed in the corner on one of our standard templates.

\$500 ex GST



ANY QUESTIONS?

Contact your Staging Connections representative or call us on 1800 209 099 or email info@stagingconnections.com

stagingconnections.com/event-feed

