

media+

Having people talk about their event is important to most organisers – before, during and after. If it's about promoting the event in advance, engaging with the attendees and generating conversations during the event, or getting and continuing post-event reactions and feedback, media techniques play a huge part.

And media comes in all guises, from traditional PR and advertising to the multitude of social media outlets. Whatever the need, Media+ can help support you to get your message across.



- ✓ PR support to deliver promotion in the run up to and after your event.
- ✓ Planning and execution of the event's social media strategy and methods.
- ✓ Generate interaction using social media outlets with an event Twitter handle.
- ✓ Big screen display of Twitter feeds in conference, dining and public areas.
- ✓ Production of a post-event case study for testimonial or future promotion use.
- ✓ Media report to identify penetration.

Part of **service+**

Our Service+ product enables you to use a variety of methods and approaches, including social media options to support you before, during and after your event to ensure maximum delegate engagement.



How does it work?

- ✓ First, let us understand your event, its objectives and content fully so that we can make helpful suggestions. Together we will draft a Brief.
- ✓ We work with a small number of trusted preferred suppliers who can offer additional support over and above our in-house service.
- ✓ We will provide at least two costed proposals for you to consider.
- ✓ We put you together with the supplier(s) most appropriate to deliver your Brief.
- ✓ If a PR plan is required, it can include a variety of elements from publications relevant to your audience through to an implementation schedule with topic headers and ghost writing.
- ✓ Creation of a social media strategy and plan using Twitter, Facebook or LinkedIn.
- ✓ We help you develop your Return on Investment (RoI) statement – what's the event costing in time, resources and money and how will you know whether it has been a success. We can help with your after event evaluation.
- ✓ Looking for a case study? We do the ground work with you so you know what to feature, we arrange photography as needs be and we draft the copy for your approval before going to print.
- ✓ To enable your delegates to tweet to their heart's content, we provide a large capacity (up to 300mps) Wi-Fi network, free of charge.
- ✓ Dovetail with Tech+ to stream your sessions live to the internet.

To book or for more information
call the conference office on
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