

SOCIAL PROMPTER

**MAKE YOUR EVENT INTERACTIVE
(ON-SITE AND ONLINE)**

FOR MEDIA EVENTS

Utilize the power of popular social platforms to amplify the buzz within event walls and extend beyond them.



- ▶ Make the show responsive to attendees' interests and needs in real time
- ▶ Direct attention/attendance where it needs to be at any given moment
- ▶ Create conversations in and outside of the event, magnifying interest and impact of exhibitors' wares

CONTACT US:

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212.969.9099

Example Scenarios: See it in action.

ON SCREEN: VISUAL EVENT MESSAGES, USER TWEETS ABOUT EVENT, SPONSOR LOGOS

PING
Presents the
Putting Lounge
Head over to
Booth #1001

TWEETS FROM EVENT
#PGASHOW12

@TwitterUser1
I can't believe I just met #BubbaWatson! I knew coming to this #PGAshow12 was a good idea!

@TwitterUser2
#PGAshow12 So many booths, so little time. Any suggestions of where I should go first?

@TwitterUser3
Hey @TwitterUser2 check out Innovation Alley, u can test out all the new fairway drivers on a simulation machine. #PGAshow12

Sponsor logos as part of screen design

ON SCREEN: EVENT NOTIFICATIONS, PHOTO BOOTH STREAM, SPONSOR LOGOS

Event Notifications:
Follow @PGAGolfShows

YOU!

@PGAGolfShows
Need a taxi? Head out the main entrance on the lower level

@PGAGolfShows
Brown leather wallet found near booth 3401. Please visit the Lost & Found next to Registration to claim.

@PGAGolfShows
Thanks to this year's title sponsor @CallawayGolf for today's lunch at the refreshment booth 12:30-2pm

Sponsor logos as part of screen design

HAVE IT BOTH WAYS:

- USER TWEETS
- EVENT NOTIFICATIONS
- SPONSOR LOGOS

TWEETS FROM EVENT
#PGASHOW12

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Real-Time Visual Communication.

LIVE EVENT UPDATES & SOCIAL FEEDS

- CONTESTS: Announce contests & giveaways (eg. \$100 dinner vouchers).
- REAL-TIME UPDATES: From event staff.
- GENERAL INFO: Speaker ID's, info cards for speakers, Lost & Found announcements.

PHOTOS FROM PHOTO BOOTH

- Branded/Watermarked images.
- Guests interacting with your product.
- Action shots with props and people.
- Branded backdrop (step & repeat).

SPLIT SCREEN OPTIONS

- Photos & Social Feeds combined on one or multiple screens/projections placed throughout your venue.

OUTSIDE THE EVENT WALLS

Fun, high quality photos that beg to be shared:

- By users on their social networks.
- By sponsoring brands on their website and social networks.

ATTENDEE INTERACTION

- LIVE COMMENTING: Via live Twitter feed.
- Q&A: Questions to be answered by reps.
- SHARING KIOSKS: Users share photos and comments in real time
- Spur live social media posts about your brand.

BRAND AMBASSADORS

- Interact with your guests and encourage positive activity with your brand.
- Attractive, outgoing personalities take the pressure off of your team.

METRICS REPORTS

- Twitter: 'Reach' and 'exposure' info, including a list of all participants, tweets, most popular hash tags, etc.
- Facebook: Tracking of shared images.

BUSINESS OBJECTIVES

- Get your message out on social networks by encouraging attendees to use the #hashtag and @brand twitter handle naturally.
- "Natural" brand exposure via Social Media.

Engage attendees during downtime.

Waiting for presentations, coordinating meetups, or passing the time on line - give your attendees something informative and fun to interact with.

- Lobby/Entrance area
- Registration
- In VIP/Backstage Areas
- Refreshment & catering areas
- Panel rooms for viewing while audience waits for speaker to begin
- Near rest rooms
- Large projection viewable from anywhere

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Let's get started.

We've got a ton of ideas tailored just for you.

No two events are the same, tell us what you're looking to achieve with your activation and we'll help you get there.

Contact us for a free assessment & quote:

Email: hello@thesocialprompter.com

Phone: 212.969.9099