



## **DIGITALLY DELIVERED**

HELEN PERRY - 5 NOVEMBER 2014

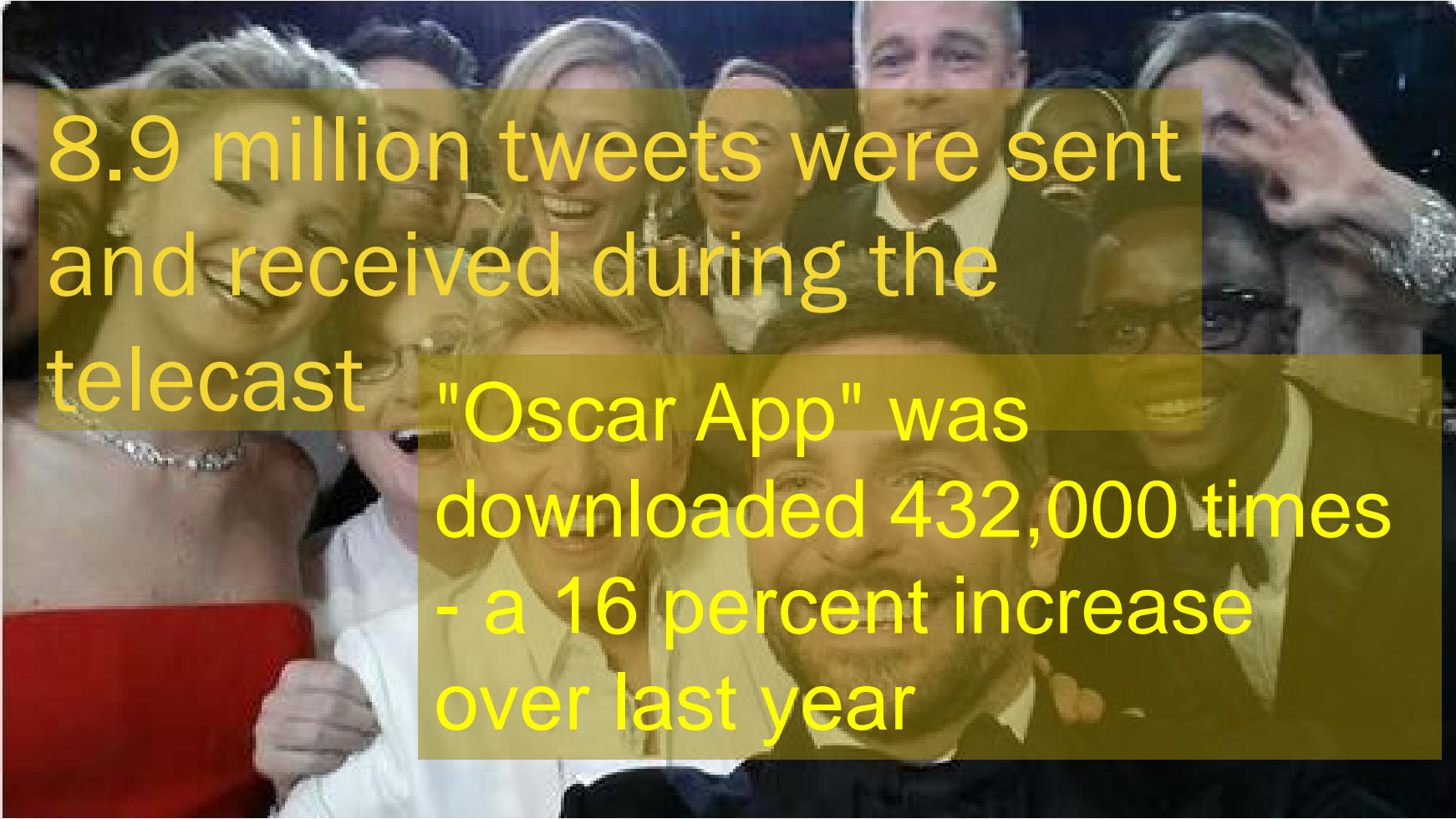


**IMAGE IS EVERYTHING!!** As much as we hate this statement, it is true. Rather than rely on how others may perceive us it is far better that we understand our brand and keep control over our communication. **We must emotionally connect our audience to our brand. Match their needs with our product.** Build strong and meaningful relationships that last over time and help build an army of ambassadors.



We live in a digital world of massive proportions. It changes constantly, the way we obtain information, communicate with each other, and process work.

**Consumers are no longer anonymous.** Social media gives everyone a voice, a face, and a platform to state their opinions, their likes, and their dislikes. It empowers those who utilize it to take a level of control over their experience unlike ever before.



8.9 million tweets were sent and received during the telecast

"Oscar App" was downloaded 432,000 times - a 16 percent increase over last year



Ellen DeGeneres 

@TheEllenShow



Follow

If only Bradley's arm was longer. Best photo ever. #oscars

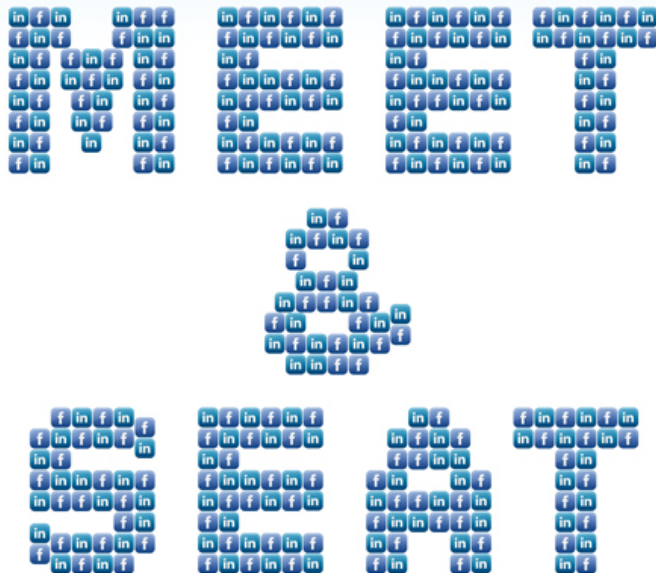
1:06 PM - 3 Mar 2014

3,376,534 RETWEETS 2,020,977 FAVORITES

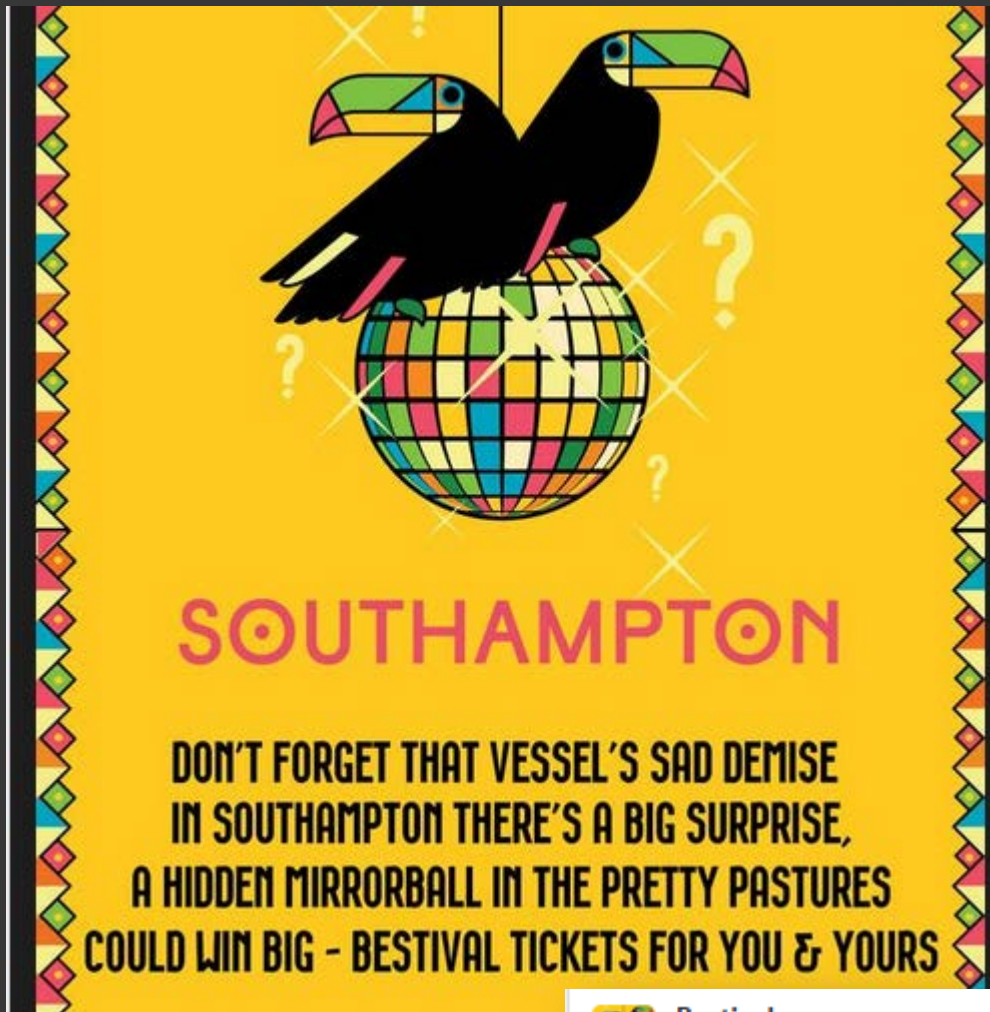





Presents:



Business travellers have found a new way to make valuable connections thanks to KLM Royal Dutch Airline's social seating service [Meet & Seat](#). Over the past two years the company has found that approximately half of its customers are using it for professional networking.



Glittery mirror balls were hidden around each venue of the festival and people were encouraged to follow clues on social media to find them and win tickets to the event.

 **Bestival**  
@Bestival Follow

Southampton! This just in from the #DiscoThieves! Hope you can help castaways! [2014.bestival.net/news/bestival-...](http://2014.bestival.net/news/bestival-...)

4:05 AM - 28 May 2014

---

8 RETWEETS 5 FAVORITES ← ↻ ★

**BENEFITS that sets social media apart from other forms of marketing:** Creates viral ambassadors.

Has instant impact and gains momentum quickly.

Easily interchangeable between other media.

Provides fabulous reporting and easy to manage on a daily basis. You can position yourself as part of a larger community – part of a larger conversation.

# Event Flow

## Pre-Event

- Build the buzz
- Create the desire
- Database building and connecting
- Needs analysis
  
- Mechanisms may include: videos, competitions, press releases, advertising and invites

## Event

- Consistency
- Continuity
- Availability
- Documentation
  
- Mechanisms may include: real time updates, live streaming, socials and partnerships

## Post-Event

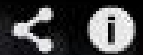
- Reflection
- Summary
- Statistics
  
- Mechanisms may include: reviews, press clippings, early bird specials and case studies



# Socializing an event

1. Pick a memorable hashtag that has longevity
2. Assign the socializing task to someone
3. Tell your audience what you are doing and how they can be involved
4. Create momentum and a desire
5. Display live stream and real time updates
6. Provide fast, free and unprotected wireless access
7. Provide a photo gallery space
8. Celebrity endorsement
9. Share images and video

# Introducing Samuel Adams HeliYUM



0:56 / 1:27



YouTube





[www.freshprm.com.au](http://www.freshprm.com.au)