

The logo for King's Venues, featuring the words "KING'S" and "VENUES" in white, bold, uppercase letters stacked vertically on a red square background.

# KING'S VENUES

## How to use social media to enhance your event

The live event experience is constantly evolving, with organisers trying to outdo their last efforts and leave their delegates happier than ever before. Improving an attendee's experience doesn't just stop with the offline experience though... Social media allows you to add an extra dimension to your event, whatever its content. Let us take you through some of the best platforms, tools, apps and strategies to deliver even more value to your delegates.

### Before the event

- Hashtags are used across many social media platforms, not just **Twitter**, so choosing one should be the first thing you do. Make it catchy, as short as possible and not too cryptic so that people stumbling across it get the gist of your event. Reference it in all build up, live and post-event communication.
- Blogs or videos that introduce your audience to your speakers and their subject matters are a fantastic way to build excitement around your content. Hosting these on your company or event **Facebook** or **LinkedIn** pages gives your attendees a chance to interact before the conference.
- Embrace social listening tools like **Mention** or **Tweetdeck** to keep track of conversations around your event, whether you or your hashtag are directly referenced or not. **TIP:** Make sure you and your team are constantly joining in the conversations in case any queries come up.
- Use an online registration system like **Eventbrite** which gives your delegates the opportunity to share the news that they are attending your event on their social platforms as soon as they sign up.

### On the day

- Getting great photography from the event should be one of your key focuses. Take pictures throughout your event, post them to your social platforms, take time to tag the people/companies in them and encourage attendees to do the same, perhaps by setting up a dedicated area for people to take pics in.
- Video testimonials are a great way to show-off just how much fun your guests are having.
- Live-streaming apps like **Meerkat** and **Periscope** offer the ability to instantly broadcast video from your phone to an online community. Some behind the scenes footage could add an extra dimension to your event.
- Using a **Tweetwall** or similar setup to display content and photos from all of your attendees really helps add to the community feel of an event. Display yours in a prime position at your event.

- Explore platforms that allow you to increase the interactive nature of your event. Apps like **Glisser** let your delegates participate in real-time polls, share presentation slides and submit their own questions to the speaker.
- Organise some giveaways that tie in with social media activity. Enter everyone who uses the event hashtag into a prize draw or challenge people to post as many pictures of themselves with as many different speakers as possible.

## **After the event**

- Invite your speakers to offer post-event blogs or to share their presentation materials with a wider audience. It gives them an extra opportunity to get their name and brand out to your audience, while providing you a follow-on to the live experience.
- If you were able to film your event, create a highlights package so that those who were there can revisit their favourite bits while those who weren't can see a little of what they missed out on. A great highlight reel has the added advantage of being able to be used in promotion for any repeat events you may be holding.
- Don't put your feet up. Stay on top of the social conversations that are going on post-event and use the momentum to re-book delegates for next year.

## **Get in touch**

King's Venues has a wide variety of spaces available that are perfect for all manner of events. If you're looking to host yours in a fantastic London location then give our Events Team a call to discuss your dates and requirements on +44 (0) 20 7848 1700.