



ONLINE COMMUNICATION CONTRIBUTES TO

- Build event awareness
- Create an information channel that delivers what attendees expect in engaging ways
- Raise awareness on the social topics related to the event
- Create the multiplier effect generated by the engagement of people and potential attendees.

The most effective way to give visibility to your message is to involve your supporters in its diffusion: it is the one that can potentially involve the largest number of people and constitute the first step towards more demanding forms of involvement.

HOW TO PLAN AN ONLINE COMMUNICATION OF A SOCIAL EVENT

- 1) Set the major pillars of the event marketing plan: clarify goals, targets, strategy and tone of voice of your event communication plan. **Remember** if you already have a general communication plan of the organization/campaign, the event marketing should be integrated and coherent with the general communication plan already developed.
- 2) Split into three stages: **pre-event, event, and post-event**. For each event period, create contents calendar and match it to the event marketing goals, ensuring that it also has a problem-solution component.
- 3) Think about what problems or questions attendees are likely to have: anything from the agenda to accommodation, travelling to the venue, things to do in the area, registering, buying tickets, etc.

TIPS AND TRICKS

- **Be mobile- friendly:** Considering that the greatest majority of potential attendees use a smartphone to find info about events, so communicate using mobile-friendly content and formats.
- **Make content shareable and interactive:** The objective is to build relationships and keep the conversation going.
Suggestion > Use: real-time tools like live streaming or social walls, video stories from previous year's attendees or future attendees, behind-the-scenes footage. Gamification also lends itself well to event marketing, for example creating contests where attendees can submit their own content.
- **Ensure that content is released at the right time.** It depends on the target life style. Generally speaking, youth contents should be posted in the afternoon, or after lunch time.
- **Monitoring:** read the comment and check the engagement of the attendees online, because it also influences the reputation of the event.
- **Once the event is over,** remember that content creation must be followed up with content curation. Consider capitalising on any visual content generated during an event, and send personalised thank yous via email or social network mentions.

MANAGING THE COMMUNITY AND FACING ADVERSITIES

Disseminating online a social event means creating or interacting with an online community. This implies plenty of opportunities but on the other treating social issues online may open the floor to haters and on-line attacks.

GOLDEN RULE: UNDERSTAND THE SITUATION AND BE RATIONAL

Reading online conversation is useful, but it could be also stressful. Be rational. Our negative feelings enforce others' and we risk to commit more mistakes.

OTHER SUGGESTIONS

1. **When you answer be polite and institutional.**
2. **Start with a direct engage and personalize answers.**
3. **Don't follow the rabbit.** Not every comment should be answered.
4. **Write clear and simple statement.**
5. **Positive affirmation.** Try to avoid negative verb forms.
6. **Show that you are transparent and know how to take responsibility for your claims.**

