



Get Socialized - Marketing Events with Social Media

BEFORE THE EVENT

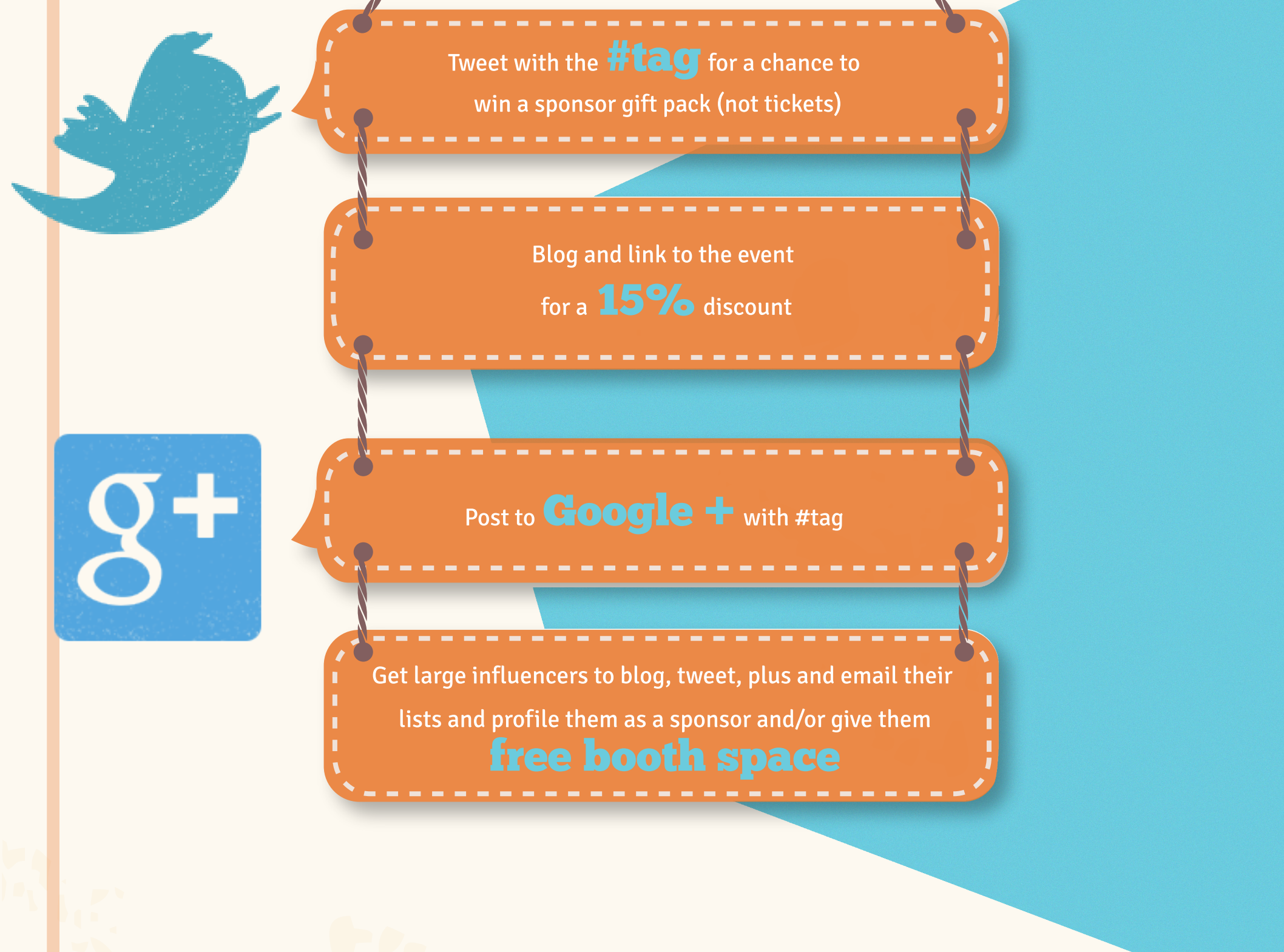
Socialize your event registration process

- 1 Use a social media ready system such as <http://Eventbrite.com> or customize existing system using some or all of the following:
 - <http://twitter.grader.com/tweetit>
 - <https://developers.facebook.com/docs/reference/plugins/like/>
 - <http://www.google.com/webmasters/+1/button/>
- 2 Add video greeting or message
- 3 Embed Facebook Like Badge
- 4 QR codes and a mobile lead capture page on print materials
- 5 Make sure you have a "mobified" landing page for QR code links!

Distribute the event Information

- 1 <http://plancast.com/home/friends/everywhere>
- 2 <https://www.facebook.com/events>
- 3 <http://meetup.com> (your own group)
- 4 Invite other Meetups to make the event one of their meetups
- 5 LinkedIn Events
- 6 Make it a service/product on your LinkedIn page
- 7 Local event calendars
- 8 Google +
- 9 Get all socialized staff to tweet, share and let people know they are attending (larger reach than just organizational Facebook and Twitter accounts)
- 10 Get all staff to tag the Facebook page AND link directly to the event

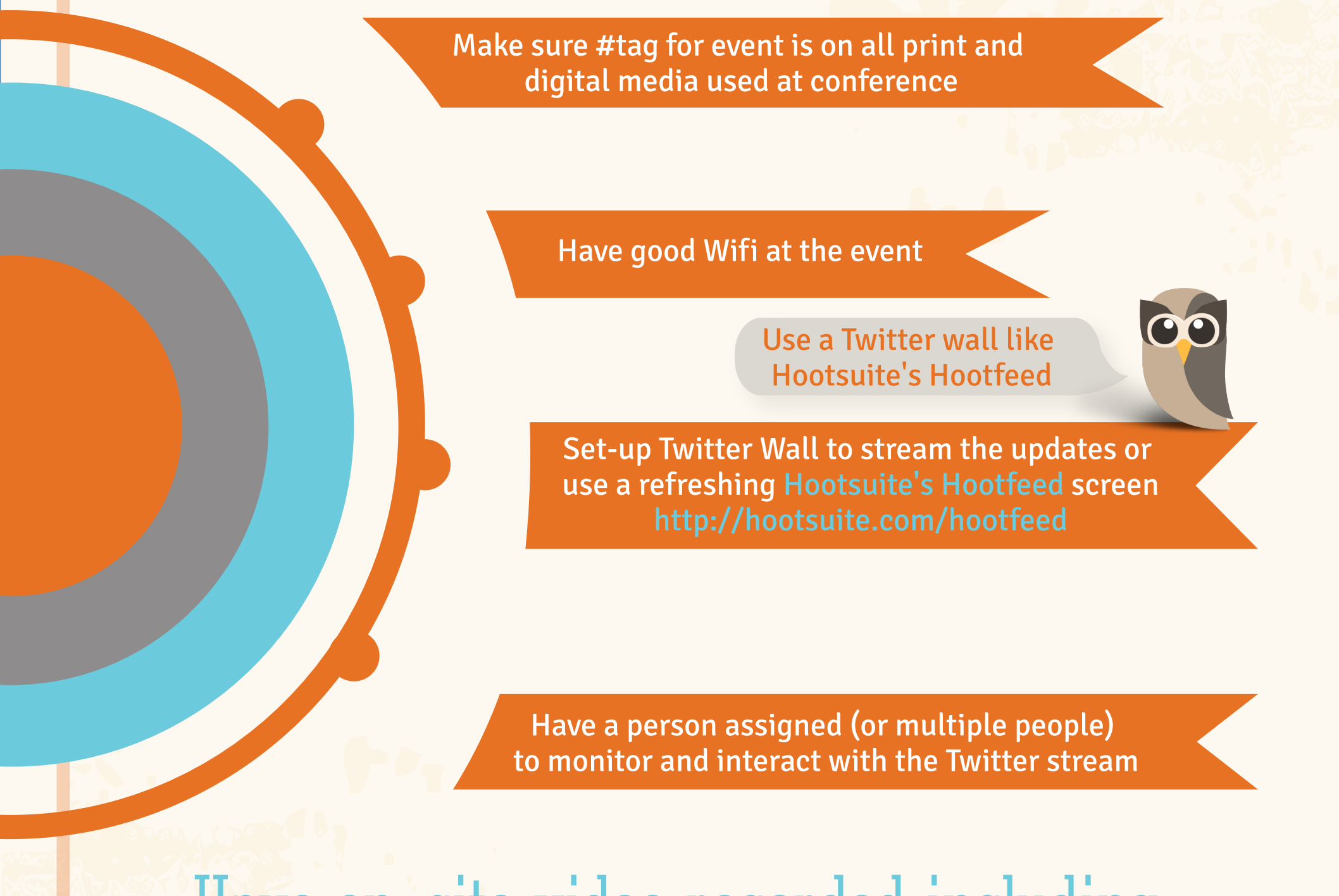
Incentivize through contests and discounts and profiling



Tell a Story with Multiply Media

- 1 Interview speakers using video (in-person or via skype)
- 2 Do text based email interviews and post them to your blog(s)
- 3 Consider a free webinar with 2-3 key individuals before the event
- 4 Create a Google Hangout (if appropriate)

AT THE EVENT



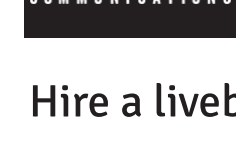
Have on-site video recorded including

- 001 Attendee interviews
- 002 Exhibitor interviews
- 003 Speaker interviews
- 004 Livestream key events using:
<http://www.livestream.com/>
<http://ustream.tv>
- 005 Record speeches and repurpose as podcasts
- 006 Create a Google Hangout (if appropriate)

Photos



Liveblogging



THE EVENT
Written by SOCIALIZED

Hire a liveblogger to document the entire event and post it to your blog

Tweetup

Have an evening social Tweetup for the conference (near the end) to help all people virtually connected to connect in-person and **cement relationships**

After Event

- Use a tool like Survey Monkey for instant feedback and testimonials
- Use Storify to summarize the event
- Post written and video testimonials in a blog post with an event summary
- Follow-up via email, Facebook, Twitter, Meetup, Google + and LinkedIn
- Thank and follow those who tweeted
- Consider a top conference "social attendee" profile or profiles on your blog
- Create a "conference attendees" Twitter List and Google Circle
- Focus on those who were big influencers and meet them in person following the conference if possible
- Get speakers to submit articles and blog posts as follow-up content and content for the next event.

Socialized.me



Twitter: @Socializedteam

Contact Socialized Communications to see how we can help you amplify your events and your brand using social media