

WHITEPAPER ACTIVATING CROWDSOURCED SOCIAL MEDIA AT EVENTS

So your event is epic. Fans are raving about it online. Harnessing that energy in crowdsourced social media can make an event take off and connect it to the world.



ChirpVision integrates live action at the event with social media. Fan participate in the excitement, and share it with others. Sponsors get wider reach, amplified by social media.

Participation

Activation is an important part of getting fans to use ChirpVision and participate in social media. Charging stations, signs, and tickets let fans know ChirpVision is at the event, how to log on, and promote a #hashtag.

Encouraging participation by instant, easy access within the app is key to starting the conversation. Buttons for Facebook and Twitter on every screen make it convenient to participate in social media without leaving the app.

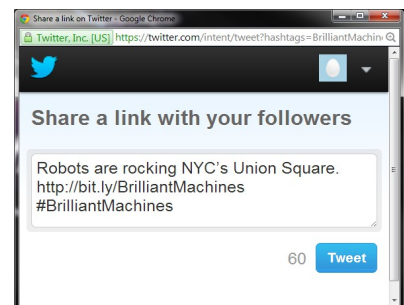


Charging stations activate participation

#hashtag

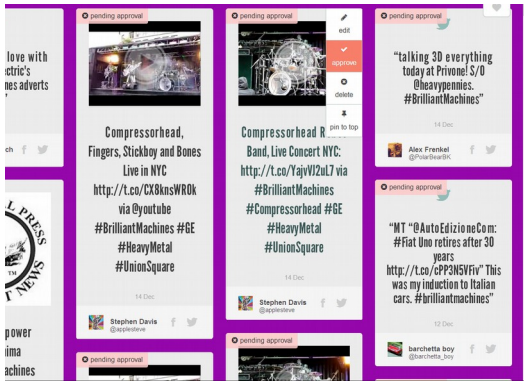
Facebook posts and Tweets may be pre-populated with a specific #hashtag, message and sponsor tag from within ChirpVision app.

Every share or tweet with the #hashtag is used to create the ChirpVision social stream. Popular social sites like Facebook, Twitter, Instagram, Pinterest, Google+ and LinkedIn can be monitored.



Pre-populated #hashtag and message

All of the collected posts and tweets go to a live moderator within a few seconds. The moderator chooses the best to create the social stream, filtering out offensive language and other posts.



Moderator review panel.



Onsite moderator reviews all content.

Igniting the Event

Around the venue, the social stream can also be displayed on big screens and monitors. Special features like step-and-repeat photo ops, pictures with stars and live candid shots engage fans at the event.

A big screen invites participation



Photo booths for fans

Connecting with the World

The social stream can be pushed to websites and viewed with any browser, widening the reach of the event.

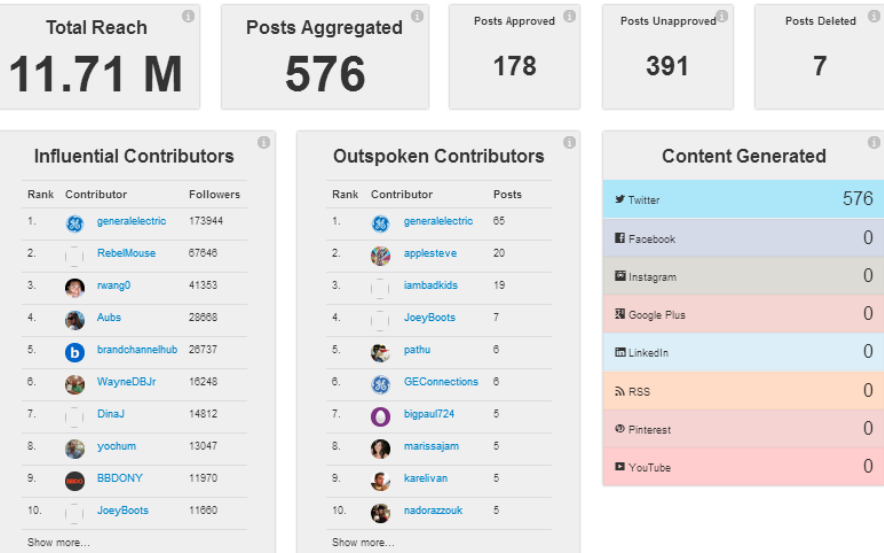
The reach beyond the event is often up to 1000x the number of attendees. Since the average Facebook user has over 150 friends who see every post, social media dramatically amplifies the reach of every post every time it is shared or retweeted.

Social Impact Analytics

Social Impact Analytics tell you how many people have participated in contributing content to your Tint. It is the most useful for those using Tint for exposing user generated content via event displays or hashtag campaigns.

Key Metrics

- **Total reach/impressions** - An easy way to measure ROI vs regular social ad spend
- **Most influential contributors** - Find your most vocal fans and customers
- **Content Generated** - Find out how engaged different networks are. Focus your energy on the ones that work for your brand

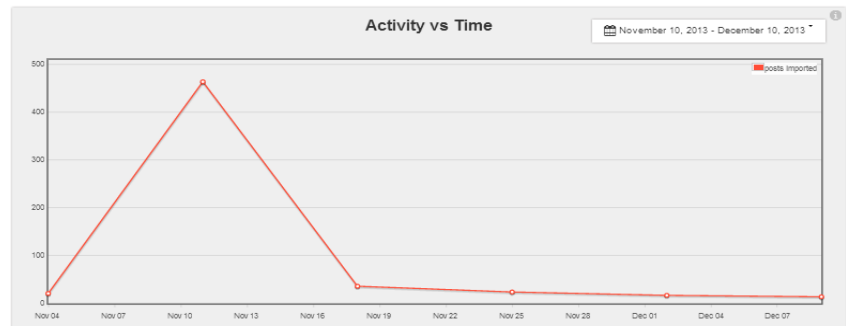


Analytics show real-time activity and reach

Involving Sponsors

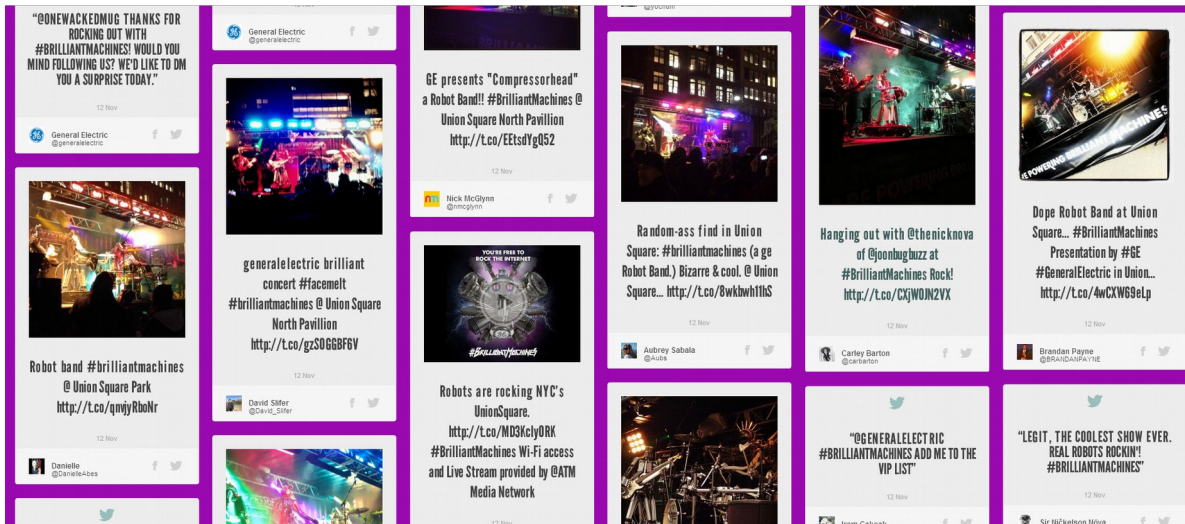
Sponsored ads and promotional tweets included in the social stream showcase the sponsor brand and link it to the event.

Measurable results are shown for key metrics of total reach and activity are collected and summarized in a post-event report.



What's Involved

ChirpVision provides all the software and hardware to process, moderate and display the stream. You provide the #hashtag and other keywords to follow, and we set up the stream in advance. Live moderators at the event follow your guidelines for what content is allowed.



Social stream visualizations for all types of displays and events

ChirpVision also provides social streams to sponsors and outside sites as part of the event plan. The stream can be viewed in any browser or easily embedded in a web page. The visualization can be customized to show the stream in a variety of formats on the website.

Next

For more information, go to www.chirpvision.com .

Contact us to discuss your event and find out how ChirpVision can put social media to work for you.

Phone 855.55CHIRP
sales@chirpglobal.com