





# Engaging Event Participation through Social Media

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“ If [an event] is not about the hearer he will not listen. And I here make a rule – a great and lasting [event] is about everyone or it will not last. The strange and foreign is not interesting – only the deeply personal and familiar.

- John Steinbeck, *East of Eden*



23-24 January 2011

PLATFORM	EVENT APPLICATION(S)
<input checked="" type="checkbox"/> 	<ul style="list-style-type: none"> <li>• Call for ideas, papers, planning committee</li> <li>• Event invitation/page</li> <li>• Live streaming of event activity, including video and real-time conversations</li> </ul>
<input checked="" type="checkbox"/> 	<ul style="list-style-type: none"> <li>• Call for ideas, papers, planning committee</li> <li>• Streaming of live tweets, filtered through hashtags</li> <li>• Tracking of participants</li> </ul>
<input checked="" type="checkbox"/> 	<ul style="list-style-type: none"> <li>• Event publicity</li> <li>• Moderation of pre-event conversations</li> <li>• Event invitation/page</li> </ul>
<input checked="" type="checkbox"/> 	<ul style="list-style-type: none"> <li>• Event publicity</li> <li>• Storytelling leading to event (teasers, updates, news)</li> </ul>
<input checked="" type="checkbox"/> 	<ul style="list-style-type: none"> <li>• Video invitation</li> <li>• Video highlights</li> </ul>
<input checked="" type="checkbox"/> 	<ul style="list-style-type: none"> <li>• Live streaming of event, embeddable on websites</li> <li>• Include Facebook and Twitter conversations</li> </ul>
<input checked="" type="checkbox"/> 	<ul style="list-style-type: none"> <li>• Management of event photos</li> <li>• Solicit attendees to send their own images from the event to a predetermined Flickr email address</li> </ul>
<input checked="" type="checkbox"/>  [QR Code]	<ul style="list-style-type: none"> <li>• Embed event information into program, organized by speaker, location, day, etc.</li> </ul>
<input checked="" type="checkbox"/> 	<ul style="list-style-type: none"> <li>• Allow participants to “check-in” and earn certain badges</li> <li>• Badges can be used to track event participation, as well as offer interactive rewards</li> </ul>
<input checked="" type="checkbox"/> 	<ul style="list-style-type: none"> <li>• Allow remote participants to engage in a simulated event in a virtual world</li> <li>• Revisit the event in the virtual venue anytime after the event</li> </ul>