

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