

Media monitoring for Event Management

Events usually rely on creating hype and anticipation predominantly online via traditional media outlets and social media in order to sell tickets. Implement social listening into event planning to directly affect your event's performance and increase the likelihood of a successful outcome.

Do market research before the event & set a base for better ticket sales

Track previous experiences with the venue.

Evaluate the level of interest for the theme of your event and public perception of the main speakers.

Identify the right outlet and influencers to promote your event.

Maximize the benefits of social interactions during the event

Create and track the official event hashtag to easily respond to visitors' questions and posts.

Utilise RSS link to display hashtag mentions on big conference screens & boost conference engagement (Leap Summit had an increase of 300% using the tool).

Real-time alerts enable you to tackle criticism promptly and prevent potentially negative situations and experiences during the event.

Gather the most vital information post-event

Continue monitoring hashtags and mentions to improve your social media strategy and find future brand ambassadors.

Measure your ROI and plan your forthcoming events even better.

Use customised reports to inform the sponsors of the event of its media success.