



*OMTAC Ltd, 15-17 Middle Street, Brighton, BN1 1AL. United Kingdom.  
Telephone: +44 (0) 845 058 39 85 (UK Local Rate). Fax: +44 (0) 700 6026062.  
[www.eventchanneler.com](http://www.eventchanneler.com) [[www.omtac.com](http://www.omtac.com)] E-mail: [eventchanneler@omtac.com](mailto:eventchanneler@omtac.com)*

---

## **EVENTCHANNELER A-Z BRIEFING**

### **200+ QUESTIONS, ISSUES AND THEMES YOU SHOULD CONSIDER WHEN USING SOCIAL MEDIA, MICRO-BLOGGING AND/OR WEBCASTING IN YOUR NEXT EVENT**

There are a large number of key questions, issues and strategic development themes that need to be considered in the implementation of Social Media, Micro-blogging and Eventcasting / Webcasting for your next Event(s).

During our 'EventChanneler A-Z Briefing' consultancy and training day with you [see: [www.omtac.com/go/eventchannelerbriefing](http://www.omtac.com/go/eventchannelerbriefing)] we use a list of over 200+ questions, issues and themes as a basis for discussion. Over the day we identify and explore everything that needs to be considered in planning to use Social Media, Micro-blogging and Webcasting effectively for your next Event.

Please see below for examples of the 200+ questions we use, covering all the main priorities for your Event - before, during and after. (We are using the term "Event" here to mean all types of event, including Meetings, Conferences, Trade Shows, Exhibitions, Expo/Expositions etc.).

For further information and to book our EventChanneler A-Z Briefing please see our web pages at: [www.eventchanneler.com](http://www.eventchanneler.com) or email us at: [eventchanneler@omtac.com](mailto:eventchanneler@omtac.com)

We look forward to hearing from you.

Yours,

Matthew D'Arcy  
Managing Director, OMTAC Ltd

## **SOME OF THE QUESTIONS, ISSUES AND THEMES TO CONSIDER WHEN USING SOCIAL MEDIA, MICRO-BLOGGING AND/OR WEBCASTING IN YOUR NEXT EVENT**

### ***PRE-EVENT - QUESTIONS & ISSUES TO CONSIDER INCLUDE:***

#### BACKGROUND (Pre-Event)

- What is Social Media, Micro-blogging and Eventcasting/Webcasting and why are they relevant to Events?
- How can Social Media help you energise your wider community of Staff, Press/Media, Sponsors, Exhibitors, Speakers and Delegates/Attendees?
- How can you “control” the information in the Websphere and minimise negative comment and feedback about your Event?
- Etc etc...

#### GENERAL (Pre-Event)

- What is the level of use of Social Media in your Industry Sector and/or amongst your prospective Delegates?
- How can Social Media and/or Webcasting enrich your Event's content and programme?
- Which Suppliers do you work with and how prepared are they for you using Social Media and/or Webcasting more extensively?
- Etc etc...

#### RESOURCES & REVENUE GENERATION (Pre-Event)

- What resources have you available to invest in Social Media and/or Webcasting?
- How can Social Media and/or Webcasting improve your return on investment?
- What opportunities are there for generating additional revenue for your Event using Social Media and/or Webcasting?
- Etc etc...

#### USING SOCIAL MEDIA FOR YOUR EVENT (Pre-Event)

- Which Social Media, Blogging and related technologies (including 'backchannel' participative and communication technologies) should you use for your Event?
- What are the benefits of using LinkedIn?
- Who are the main opinion formers in your Industry, the most influential bloggers and 'online gurus'?
- Etc etc...

#### USING TWITTER (MICRO-BLOGGING) AND BACKCHANNEL TECHNOLOGIES FOR YOUR EVENT (Pre-Event)

- How relevant is Twitter and backchannel participative technologies to your Event?
- How do you choose and use Twitter Hashtags ie. “#Event”?
- How can Twitter be used effectively for marketing, PR and communications, polling, evaluation, content generation, creating new revenue streams etc?
- Etc etc...

### USING EVENTCASTING / WEBCASTING FOR YOUR EVENT (Pre-Event)

- What are the benefits to your existing Event audience/community - the Media, Sponsors, Exhibitors, Speakers, Attendees?
- What are the benefits to a potential new online audience ('Non-attending Delegates')?
- How to price and package your Eventcasting / Webcasting (Video and Audio Streaming & Downloading) services?
- Etc etc...

### MARKETING AND COMMUNICATIONS (Pre-Event)

- How can you use Social Media and related applications, technologies and platforms to extend your marketing reach and promote your Event?
- How are you already using comments and feedback, video, audio and pictures to promote your next Event?
- How can your Suppliers, Sponsors, Exhibitors, Speakers and Delegates (and Non-attending Delegates) use Social Media etc to promote your Event?
- Etc etc...

### PUBLIC RELATIONS (PR) & THE PRESS/MEDIA (Pre-Event)

- How can Social Media, Micro-blogging and Webcasting help you engage the Press/Media effectively?
- What can you do to address negative Press/Media coverage resulting from Social Media activity at your Event?
- How do you positively manage the relationship between your Event (the participants, the content, the programme etc) and the Press/Media using Social Media?
- Etc etc...

### SPONSORS & EXHIBITORS (Pre-Event)

- How can you best package and present Social Media, Micro-blogging and Webcasting to your Sponsors/Exhibitors as an added benefit for their participation in your Event?
- How can you support the use of Social Media (like Twitter) by your Sponsors and Exhibitors to enhance their Event experience?
- How can you use Social Media to create a buzz around your Sponsors and Exhibitors prior to the Event?
- Etc etc...

### SPEAKERS / PRESENTERS (Pre-Event)

- What is the so-called 'shift of power' from the Presenter to the audience, said to be caused by Social Media?
- What are the 'frontchannel' and 'backchannel'?
- What do Presenters need to know while they prepare their presentations?
- Etc etc...

### DELEGATES / ATTENDEES (Pre-Event)

- How do you prepare and educate your Attendees in the use of Social Media and Micro-blogging for your Event?

- How do you enable Delegates to participate in the programme design and content creation for the Event using Social Media and Twitter etc?
- What level of moderation, involvement and intervention should you have in the use of Social Media and Micro-blogging around your Event, as the Event Organiser?
- Etc etc...

#### ONLINE NON-ATTENDING DELEGATES (Pre-Event)

- What are the accessibility and logistical implications for Non-attending Delegates using Eventcasting and Social Media to participate in your Event?
- How much do you charge for online participation through your Webcasting services?
- How will you supply a sufficient level of Customer care for your Non-attending Delegates from initial account set-up and log-in to post-Event follow-up?
- Etc etc...

#### EVALUATION & ANALYSIS (Pre-Event)

- What do you need to measure to assess and evaluate the use of Social Media, Micro-blogging and/or Webcasting and the impact of the technologies on your Event for strategic review and Return on Investment (ROI)?
- How can you use Social Media, Micro-blogging and/or Webcasting to poll/survey satisfaction and other criteria amongst Attendees and Non-Attendees and other participants (Sponsors, Exhibitors, Speakers, Suppliers) before, during and after your Event?
- What are the logistical and resourcing implications for evaluating and analysing the impact and productivity of Social Media, Micro-blogging and Webcasting on the Event content and Event experience?
- Etc etc...

#### ***THE EVENT - QUESTIONS & ISSUES TO CONSIDER INCLUDE:***

##### GENERAL (During-Event)

- How do you manage the use of Social Media and Micro-blogging, and the delivery of Webcasting, during your Event?
- Who should take responsibility for your Social Media activities during your Event?
- How do you deal with any problems or difficulties, on-site or off-site, resulting from the use of Social Media?
- Etc etc...

##### RESOURCES & REVENUE GENERATION (During-Event)

- What additional resources will be required on-site and off-site during the Event to support and manage the use of Social Media, Eventcasting and other technologies?
- What alternative procedures and systems can you use inexpensively should your primary Social Media management and technology systems fail?
- How can you raise additional revenue (to that already being generated by Eventcasting etc) during the Event through the use Social Media?
- Etc etc...

USING SOCIAL MEDIA & MICRO-BLOGGING (TWITTER AND OTHER TECHNOLOGIES) FOR YOUR EVENT (During-Event)

- Once the Event is underway how do you manage the minute by minute, hour by hour communications in the front and back channels?
- How do you integrate the frontchannel content and delivery by Speakers, Exhibitors etc with the backchannel communications, information, content etc?
- How do you ensure the use of Social Media, Micro-blogging etc does not distract from the main Event content and delivery?
- Etc etc...

USING EVENTCASTING / WEBCASTING FOR YOUR EVENT (During-Event)

- Once the Event is underway how do you manage the minute by minute, hour by hour Eventcasting / Webcasting channels?
- How do you involve the Non-attending Delegates fully with the Event and integrate their communications with those of the participants on-site?
- How do you manage the different parties involved in delivering your Webcasting, from Speakers to Suppliers etc, and ensure the highest quality output.
- Etc etc...

MARKETING AND COMMUNICATIONS (During-Event)

- Who should be managing the marketing and communications function when the Event is underway?
- What marketing material (from pictures and audio interviews to Speaker's presentations to video interviews to the Social Media content etc) should be gathered during the Event for marketing and communications activities afterwards?
- What marketing activity should be underway to promote and/or re-sell the Eventcasting material produced during the Event?
- Etc etc...

PUBLIC RELATIONS (PR) & THE MEDIA (During-Event)

- Who will manage the Press/Media involvement in the Social Media, Micro-blogging and Eventcasting during the Event?
- How to deal with any negativity arising from the Social Media channels during the Event that may lead to negative Press/Media coverage?
- How to use Social Media, Micro-blogging and other technologies during the Event to create positive Press/Media coverage?
- Etc etc...

SPONSORS & EXHIBITORS (During-Event)

- How can Sponsors & Exhibitors use Social Media, Twitter, Webcasting and other technologies to promote their offerings, their trade booths etc and to engage Delegates and Non-attending Delegates most effectively?
- How can Sponsors & Exhibitors use Twitter and other technologies for lead retrieval at Trade booths and out on the floor, at Meetings and Conferences etc?

- How to get Sponsors & Exhibitors to pay attention to Social Media communications, Tweets etc from Attendees and to respond effectively, engaging in the conversation to develop real friendships?
- Etc etc...

#### SPEAKERS / PRESENTERS (During-Event)

- How do you support Presenters during the Event to ensure they utilise Social Media and Micro-blogging and other technologies as effectively as possible?
- How to ensure that Presenters avoid “being roasted” on Twitter and other applications during their presentation?
- How do you ensure Speakers use Twitter and other backchannel technologies effectively for polling, Question & Answer (Q&A) etc?
- Etc etc...

#### DELEGATES / ATTENDEES (During-Event)

- How to stimulate and encourage information exchange and commentary etc through the Social Media and Micro-blogging technologies?
- How best to ensure all Delegates feel fully included both in the frontchannel and the backchannel?
- What are the best ways to monitor and address negative and positive comments made using Social Media by Delegates/Attendees during the Event (especially when the audience react to what they consider to be a bad presentation)?
- Etc etc...

#### ONLINE NON-ATTENDING DELEGATES (During-Event)

- How to stimulate and encourage information exchange and commentary etc amongst the Non-attending Delegates and with the Delegates through Social Media and Micro-blogging technologies?
- How best to ensure all Non-attending Delegates feel as fully included as possible?
- How to support, monitor and assist the use of Social Media by Non-attending Delegates outside of the formal Event Webcasting programme?
- Etc etc...

#### EVALUATION & ANALYSIS (During-Event)

- How to create a feedback culture of collaboration, understanding and mutual support amongst all parties during the Event so that comments and criticism expressed through Social Media are helpful and relevant?
- How to ensure all the necessary feedback and evaluation material within the Social Media, Micro-blogging and Eventcasting channels is collected from all parties during the Event and stored securely?
- How to assess and prioritise commentary, criticism and both negative and positive feedback effectively during the Event, and to judge which feedback should be acted on immediately to correct problems and address key issues before they snowball, and which can wait until after the Event?
- Etc etc...

**POST-EVENT - QUESTIONS & ISSUES TO CONSIDER INCLUDE:**

GENERAL (Post-Event)

- How to apply lessons learned from the use of new technologies at the Event to future Events to maximise the benefits of Social Media, Micro-blogging and Eventcasting long-term?
- Whether to commit more resources to expanding the use of Social Media and other technologies in the mid to long-term?
- How to embed the use of new technologies in the strategic planning process for all future Events?
- Etc etc...

RESOURCES & REVENUE GENERATION (Post-Event)

- How to measure Return on Investment (ROI), both direct and indirect?
- How to allocate and manage additional resources to the continued use of Social Media, Micro-blogging etc after the Event?
- How to identify and exploit new post-Event revenue generation opportunities, utilising the material/content gathered during the Event?
- Etc etc...

USING SOCIAL MEDIA & MICRO-BLOGGING (TWITTER AND OTHER TECHNOLOGIES) FOR YOUR EVENT (Post-Event)

- How to process and (where possible) re-sell/re-package Social Media and Micro-blogging output from the Event?
- How to facilitate and manage the ongoing use of Social Media by the Event participants to ensure the Event remains at the centre of future communications (benefiting any future Events etc)?
- How to adapt Social Media appropriately for different Events in the future, drawing on lessons learned during the Event?
- Etc etc...

USING EVENTCASTING / WEBCASTING FOR YOUR EVENT (Post-Event)

- How to ensure Webcasting material is appropriate and that any copyright holders and participants (Speakers/Presenters etc) are happy for its continued use etc.
- How to exploit all the Eventcasting material to continue to generate revenue from re-selling it (or giving it away free for non-monetary benefit), whether online through Video/Audio streaming and downloads, or offline with DVDs, publications etc?
- How to re-package and use Webcasting materials for communications and promotions, creating marketing "Highlights" and other content for promoting future Events etc?
- Etc etc...

MARKETING, COMMUNICATIONS AND PUBLIC RELATIONS PR (Post-Event)

- How to further market Webcasting and other material/content post-Event using Social Media and other technologies, for revenue generation?

- How to use the material/content generated from Social Media, Micro-Blogging and Eventcasting during the Event as effectively as possible for all future marketing, PR and communications activity?
- How to continue to use Event participants and non-participants through Social Media and other technologies for the on-going promotion of the Event, future Events and other activities etc?
- Etc etc...

#### SPONSORS & EXHIBITORS (Post-Event)

- How to use Social Media and the relationships developed during the Event (especially with Delegates and Non-attending Delegates keen to serve as ambassadors and advocates) to benefit Sponsors and Exhibitors?
- How to maintain a relationship with the Sponsors and Exhibitors year-round using Social Media and other technologies to extend the benefits to them of their involvement in the Event, encouraging closer involvement and higher expenditure on future Events?
- How to best package and present future opportunities for Sponsors/Exhibitors to use Social Media, Micro-blogging and Eventcasting activities around Events?
- Etc etc...

#### SPEAKERS / PRESENTERS (Post-Event)

- How to provide Speakers/Presenters with feedback from Social Media in a positive context of continuous development and improvement?
- How to help Speakers to refine their preparation process and presentation techniques to utilise Social Media even better at future Events
- How to engage Presenters in a continued dialogue and 'conversation' through Social Media and Micro-blogging with Attendees and Non-attending Delegates?
- Etc etc...

#### DELEGATES / ATTENDEES AND NON-ATTENDING DELEGATES (Post-Event)

- How to collect feedback and thank Delegates and Non-attending Delegates for their enthusiastic participation?
- How to maintain connections and continue conversations post-Event with Attendees and Non-attending Delegates using Social Media and Micro-blogging (Twitter etc)?
- How to use Social Media and Micro-blogging to encourage innovation, involving Delegates and Non-attending Delegates in identifying and developing new Event themes, content and programming, finding new Speakers/Presenters and venues etc?
- Etc etc...

#### EVALUATION & ANALYSIS (Post-Event)

- How will the evaluation and analysis be managed and resourced and how long should it take?
- How best to adjust future strategies and processes to reflect learning from the evaluation results?



- 
- How to use Social Media, Micro-blogging and Eventcasting more effectively at the next Event?
  - Etc etc...

\*\*\*\*\*

This is an abbreviated list of over 200+ questions, issues and themes we use as a basis for discussion during our 'EventChanneler A-Z Briefing' consultancy and training day with you [see: [www.omtac.com/go/eventchannelerbriefing](http://www.omtac.com/go/eventchannelerbriefing)].

Over the day we identify and explore everything that needs to be considered in planning to use Social Media, Micro-blogging and Webcasting effectively for your next Event.

For further information and to book our EventChanneler A-Z Briefing please see our web pages at: [www.eventchanneler.com](http://www.eventchanneler.com) or email us at: [eventchanneler@omtac.com](mailto:eventchanneler@omtac.com)