

COOKBOOK!

Creation of Team

Attract Participants
Research Target Group!

Create Communication Strategy

- Medias
- Forums (Foto/Blog/...)

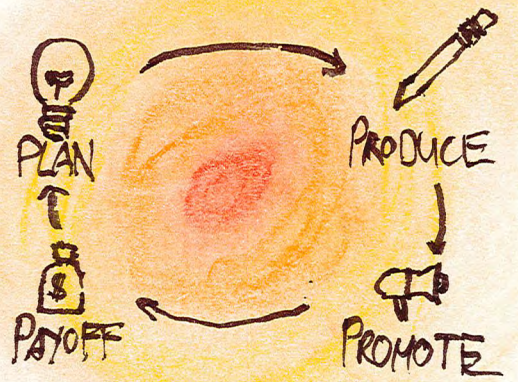
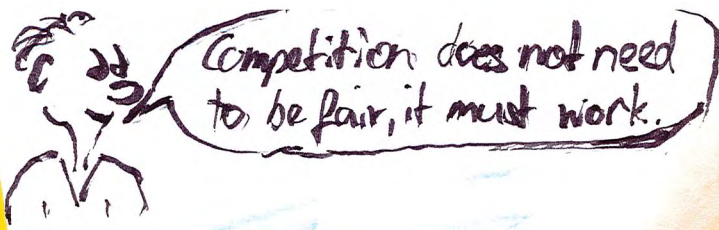
hashtag! ← most important!

Define Workflow

- Invited bloggers
- Blog Competition

Live Reporting from Forum.

- Twitterwall



USING SOCIAL MEDIA WHEN ORGANISING EVENTS

B. Ranta Sa.

influences user groups

connective, interactive

Social media

direct feedback

Content oriented, forgiving

Blogging

Establishes a culture of sharing

Revolutionised Story telling!