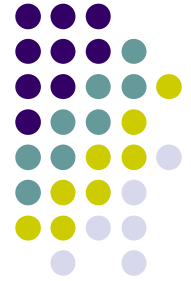# Social Media in Exhibition Industry

The Universal Remedy
or a New Bulb?

Brief summary of findings
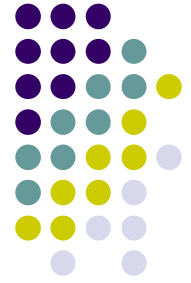
by Valerii Pekar
Euroindex, Kyiv

Some crazy figures

- 17 million articles on Wikipedia
- 100 million professionals on LinkedIn
- 2 billion people searches in 2010
- 4 billion photos on Flickr
- 95 million Tweets per day
- 3.5 billion pieces of content shared daily on Facebook
- 2 billion videos viewed daily on YouTube

We can't ignore it

- Facebook is the 4th biggest nation in the world
- 2/3 of the Internet population visits social networks
- The most popular activity in the Internet
  - more popular than e-mail and porn
- We know
  the Northern African stories

+43% Social Media

Email -28%
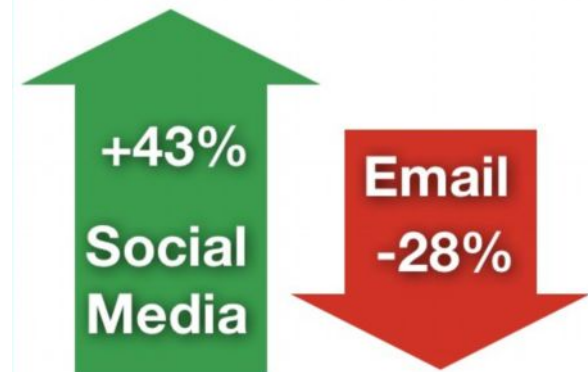
Time Spent Online
June 2010 vs. June 2009
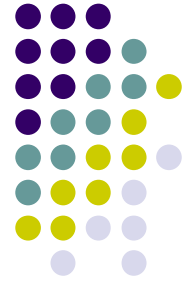The Nielsen Company August 2010
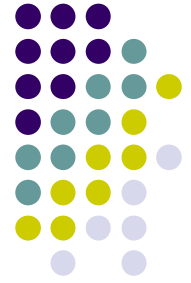
Why?

- New generations X (1965-1979) and Y (1980-1994)

- Internet penetration crossed the red line

- High-speed Internet, mobile Internet

- Some deep and still unknown social changes

- New tribes and clans

- Consumers play a role in value creation

- An "experience" economy

# Are we ready to customers which…?

- Ask us difficult questions
- Complain about our services
- Express discontent if our answers are not satisfying
- Advocate for us or accuse us

- Users trust other users more than they trust us
- Collective evaluation, collective behaviour

Impact

- Brand reputation
- Brand awareness
- Website traffic
- Registration and visiting
- Online sales
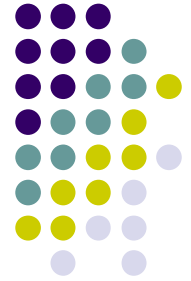- Market monitoring

- But it is more about reputation than sales
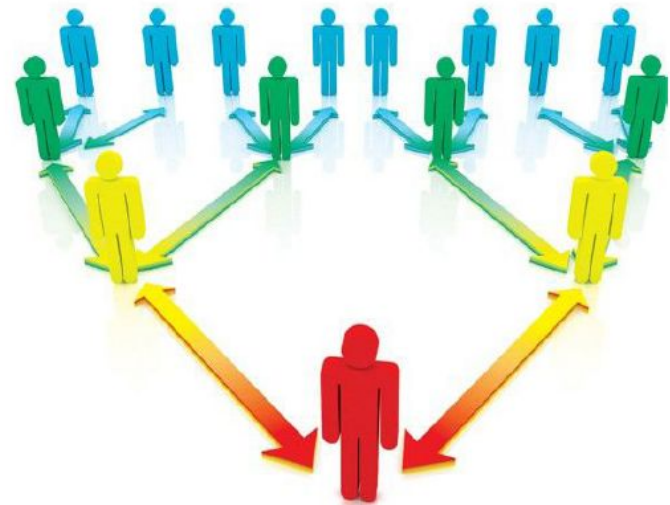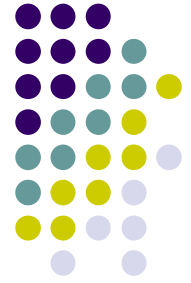
Key words

- Roles   *Who?*
- Processes   *What, when, where?*
- Policies   *How?*
- Objectives   *For what purpose?*

(because it's all about business)

Brief of a strategic approach

- Select few relevant platforms for every event
  - Facebook, LinkedIn, Twitter, Xing, local networks, YouTube, Flickr, Foursquare, Wiki, blogs, group purchase services, …
  - each platform has its own specific character!
  - there are groups and pages, own and partners'…
- Defines roles and responsibilities
- Define a plan of activities and objectives with criteria
- Select influential and reliable partners
- Listen and contribute, don't spend a lot of time
- Monitor and measure
- Communicate within the company

This couldn't be outsources (IMHO)

- People in community easily distinguish real responsible members of the staff from simulators

- It is crucial to be within a community

- This is a marketing & PR universe, not an IT universe

- Viral marketing is the most efficient marketing

  - your customers are your promoters
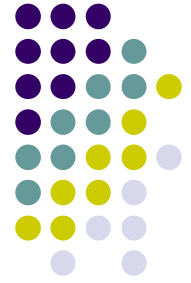 - amplification effect

Risks

- You don't control it
- A word is a bird, it flies and doesn't come back
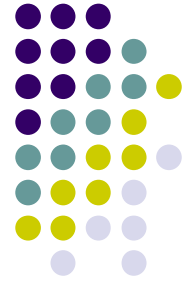- Opinion leaders are very important

Media Democratization

- Everybody now is a publisher/editor/journalist
- Just moves the approach from "proclaiming" to "communicating"
  - from monologue to dialogue
  - from broadcasting to personalizing
- Not just a marketing
  - changing the way of information flows

The Future
(Tomorrow, Not Next Year)

- Smartphones (mobile applications)
  - mobile social networks
  - mobile ticketing
  - geo positioning (location-based services)
  - augmented reality
  - mobile matchmaking
  - immediate share (notes, photos, video)
  - QR codes
- Integration of everything: Transmedia Story-telling