



## Your Guide to Hosting a Social Media Week 2012 Event

### Introduction

Below is a set of guidelines that are designed to help you with the planning and execution of a local Social Media Week event. Please note that this is just a guide and we encourage you to get creative when thinking about designing your own event experience.

The pack include details on:

1. **Selecting a Theme**
2. **Choosing an Event Format**
3. **Selecting Speakers**
4. **Briefing your speakers**
5. **Choosing a Location/Venue**
6. **Event Scheduling / Registration / RSVP**
7. **Registration**
8. **Event (Twitter) Hashtag**
9. **Promoting Your Event**
10. **Producing Your Event**
11. **Streaming Your Event**

### 1. Selecting a Theme

The Global Theme for 2012 is **"Empowering Change Through Collaboration"**. Building on this global theme for 2012, we encourage each event partner to identify which local themes and topics are most relevant. Every business culture is uniquely different. Social Media Week allows us to embrace these differences and share them with the rest of the world.

Suggested category areas for you to consider:

- Publishing & News
- Music & Entertainment
- Government & Public Sector
- Social Innovation & Non-Profits
- Arts & Culture
- Technology
- Brand Communications & Advertising
- Enterprise Communications

- Finance and Economics
- Gaming & Virtual Worlds

## **2. Choosing an Event Format**

Next, select a format for your event. Remember, that the more creative you are with your format, the more memorable your event will be. Panel discussions are popular, but perhaps a series of short talks, or a showcase might resonate better with your audience.

Here are some suggested event formats to spark some ideas:

- Panel discussion & debate
- Speaker presentation or talk
- Seminar or workshop
- Show and tell showcase
- Fireside chat or interview
- Pitching competition
- Cocktail event or mixer
- Awards show
- Charity fundraiser

## **3. Selecting Speakers**

Once you have a general concept, theme & structure to your event, you must next select dynamic speakers, panelists, hosts, etc to present relevant and engaging content.

We encourage you to seek speakers who are one or more of the following:

- Local voices in social media
- Leaders in the theme or field you've chosen
- Innovators in their own field, as it relates to social media
- Unique & varied in their perspective
- Experienced in public speaking

Look at the leaders and innovators in the field you've chosen and see who is already in your network. Utilize your resources, ranging from your own set of contacts and local community, to the greater Social Media Week network, and then reach out & invite them to participate.

## **4. Briefing your speakers**

Identify the topics you would like to cover, and allow your speaker(s) to lead the conversation. You have invited she/he/them for their expertise or unique opinions on social media advancement, so provide a set of guidelines, but also give plenty of room for creativity. You want your speakers to bring their excitement and personal perspective to the event, so allow for their unique visions and experiences to prevail.

- Contact your potential speakers as early as possible to begin a dialogue
- Be clear about your topic & theme
- Encourage a conversation that is focused, but accessible
- Review the format & specific speaking points prior to the event
- Prohibit any of your speakers from using your Social Media Week event as a platform for their own self-advancement
- Set time parameters so your event can begin and end on time
- Be sure your speakers know whether they are required to stay after for Q&A or press interviews

## **5. Choosing a Location/Venue**

### **Securing Venue Space**

The space you choose to host your event in is almost as important as the speakers you select. The more interesting or iconic the space, the more likely you will attract a better audience. Location is of course crucial as well. Consider where the event space is situated in terms of size and transport links, as these are also important factors.

We may be able to introduce with venues as we have a small list available of venues. Your best bet would still be looking on your own as we do not have a wide range of venues listed.

Throughout the planning process we recommend that you begin reaching out to local brands, businesses and possible partners to discuss ways to support your event. Financial and in-kind support is critical to making your event a success.

## **6. Event Scheduling / Registration / RSVP**

*You will be contacted by the conference organizer once your event has been approved.*

### **EVENT SYSTEM ADMIN ACCESS & SCHEDULE**

#### ***Accessing your event:***

[www.socialmediaweek.org/wp-admin](http://www.socialmediaweek.org/wp-admin) (log-in using your SMW account ID / password)

- > Click the "Espresso" menu in the left column
- > Click "Event Overview"
- > Click on your event

\*note: If you event status says "PENDING", your event has yet to be approved. The "DRAFT" status will indicate your event was approved.

#### ***Updating your event:***

In order for your event to be populated on the global schedule make sure your event has the following fields filled in.

- Title
- Description
- Event Start Date / Time
- Event End Date / Time
- Category
- Venue (It's OK if this is still "To be determined" or "TBD")
- Speakers (add as many as you have, optional for now)

Important note on Speakers: We strongly recommend that you provide each speaker's twitter handle in the [Speaker / Staff](#) section of the event admin. No need to include the "@" symbol. Our system will pull in the profile image of the speaker's twitter account.

## 7. Registration

Global registration begins on **January 17th**. You'll notice on your event that the registration start date has been pre-populated with the January 17th date. Please do not change this.

Our event system can power registration internally. By using our system, it will allow for users to more efficiently register to your event. Instructions on how to properly setup your event for registration should be reviewed below.

### Basic Registration

If you are planning on having your event setup with simple, basic registration process (no promotion codes, wait lists, and payment) there is only one thing that you need to do to setup your event. Log-in to your event and insert the proper "Attendee Limit" quantity.

\*Note: free events generally have a 50-100% drop off rate. So, if your venue has a 100 person capacity, you should set your "Attendee Limit" to at 200.

### Setting up a 3rd Party Registration URL

If you prefer to have your event powered by a 3rd party technology, you can easily redirect your registration page to another URL. Insert the URL in the "Use an alternative registration page?" field in the event system admin (right column).

### Wait List, Promotion Code & Payment Processing Functionality

Our current system does support wait list, promotion code and payment processing functionality. However, the wait list, promotion code & payment processing functionality is not up to the standard of some other 3rd party event registration systems, namely Eventbrite.

If your event requires robust Wait List functionality, we recommend that you create a separate event using Eventbrite, and insert that Eventbrite URL into the "Use an

alternative email address" in the left column to process your event's registration and ticketing.

### **Event Questions**

The following questions will be asked of all attendees. Please note that these questions / fields cannot be changed by event managers / partners.

(1) First Name (2) Last name (3) Email (5) Company (6) Job Title (7) Industry (8) City (9) Postal Code (10) Country (11) Twitter (12) LinkedIn Profile URL.

(All fields should be required except Twitter & LinkedIn Profile URL as these are not required during profile registration)

### **Confirmation Email**

Here is the default copy of the confirmation email that will be sent to registrants for your event. If you would like to customize this for your event, you can do so in the "Email Confirmation" section of Event Espresso. Make sure to question "Send custom confirmation emails for this event?" is set to "YES".

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Thank you [fname] [lname] for registering for **[event]**.

Start time: **[start\_time]**

Date: **[start\_date]**

Venue: **[venue\_title]**

Location: **[location]**

The events schedule will be continually updating with new events added in the days leading up to the event. Check back in daily to see what's new.

Thank You.

Social Media Week

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### **Ticketing / Export attendee list to excel**

You can export all of your attendee information into excel by clicking the "Export All Attendee Data" button on the bottom of the "Event Overview". Printing lists is the most common way to account for registered attendees.

### **Add a speaker to your event page**

Adding a speaker requires you to click into the "Staff Manager" which can be accessed in the left menu or in the "Event Staff / Speakers" section of an event admin page. In this section, you need to click "Manage Staff Members". The below video demo details each step involved.

Important Notes:

- Speaker bios will not flow through into your event page. Only Name, Title, Role, Organization, and twitter handle. The twitter handle activate the profile picture as well.
- Only the person who submitted the event can add more speakers to that event. Group admins do not have that privilege.

## 8. Event (Twitter) Hashtag

In February 2011 we asked each event partner to create an event hashtag for each event. This allows for the global team to setup applications to give our global audience the ability to drill down into events of interest so they can contribute to the twitter conversations specific to their events of interest. This may be your event!

Rather than using a single universal or broad set of twitter event hashtags during Social Media Week, we prefer that you keep the social media week event hashtag somewhat distinct.

Please create an event / twitter hashtag for your event. Insert the hashtag into the Event Espresso event system in the **"event\_hashtag"** field. Insert "SMW" as the first 3 letters, e.g. SMWsocialdiva (leave off the # symbol)

Start promoting and tweeting your event # right away to populate the twitter stream on your event page.

## 9. Promoting Your Event

Whether you are working with a public relations firm, or simply spreading the word through your own databases and networks, it is important to garner interest, enthusiasm and attendees who will participate in the greater dialogue that your event hopefully will spark. In order to achieve the most successful response for your event, we recommend that you consider the following:

- Create a concise and succinct title or topic for your event, one that can easily be shared
- Identify any opportunities for cross promotion in your community, with your venue, and with your speaker's
- Utilize the Social Media Week platform, as well as your own social media presence on Facebook, Twitter, etc. to spread the word
- Reach out to local press outlets and news publications to publish the event on local community calendars
- Target a specific audience based on the event's theme
- Engage your speaker's to include their network
- Give yourself as much advance notice as possible to promote your event

## 10. Producing Your Event

**A/V:** This can include a PA system, microphones, viewing screens and WiFi, and must be coordinated through the venue. Some venues have their own equipment (and

technicians), and others will require that event organizers rent equipment or technicians to operate the equipment. The specific A/V needs for an event will be determined by the type of event itself, but most events do utilize some level of A/V.

**Catering:** It is not a requirement that all Social Media Week events be catered, but many are, and catering on some level can enhance the quality of an event significantly. Event catering can include light food and/or drinks, or can include alcoholic beverages—deciding what to offer should be made based on budget and the tenor of the event itself. Typically organizers must work through the venue to book a caterer, as many venues either have in-house services or exclusive contracts with caterers.

**Staffing:** The final logistical concern is the team of hired staff or volunteers who will help execute the event. These folks can come from the event organizer, event partners, the venue, volunteers or hired help, but having enough human support on-hand and maintaining an organized network are crucial components in making sure that an event runs smoothly and professionally.

**Recording / Streaming:** We encourage you to record and/or stream your event if the venue and space allow. We are growing a community of innovators, and through Social Media Week's Global presence, we are creating an international dialogue. We aim to establish and continue a cross-continental conversation via streaming footage and backchannel conversation. It is essential to work in conjunction with your venue to establish a live stream or video recording, and you must inform any attendees and participants that they will be filmed. Our official streaming partner is [Livestream](#). See "Streaming your Event" below.

**Signage:** Your Social Media Week City Partner will be able to provide you with basic templates from which you can create your own event signage. When reaching out to your partners and sponsors, it is essential that you also gather their logos, in vector format. We recommend the following items:

- Foam Core Poster Boards + Easels
- Banners / pop ups + Banner Stands
- Badges for Staff, Speakers, etc

## 11. Streaming Your Event

Because we want to help you make your SMW event(s) available to as many people as possible, we've partnered with **Livestream**® to provide our streaming video platform.

We have one master livestream page called the "network page" at [www.livestream.com/socialmediaweek](http://www.livestream.com/socialmediaweek). Within this page, each city has its own dedicated channel(s). We will collect basic info from event partners such as your Livestream Username, Event Titles, Date and Time of the events, and assign you to the official Livestream schedule on a certain channel.

The Global Team will then give proper “producer” permission and instructions to the local event partners to stream their respective event(s) on the dedicated livestream local channels.

Technical requirements for livestreaming events:

You need access to a wired (not wireless) internet connection with upload speeds of 5 Mbps (ideally), although lower quality livestreaming can be done with as little as 2 Mbps. We recommend that you test your event site’s speed by connecting your computer and using the free and simple test at <http://www.speedtest.net/>.



You will connect to the Livestream platform by installing Livestream’s Procaster software (free) on your on-site computer (laptop is fine), which will automatically convert the camera video and audio into a stream. Livestream will be available to you directly for technical support by phone 7 days a week.

You will also need to arrange for a cameraman and camera equipment for video capture. One camera is sufficient, although if your the budget allows for it, you may want to arrange for more than one camera and have the video mixed for a higher quality experience.

**Things to do:**

- 1) Sign-Up & Create a [Livestream Username](#).

*This is where you can sign-up to create your Livestream username. If you already have an account, then skip this step.*

- 2) Submit your livestream request by filling out this form.

- [SMW Livestream Enrollment Form](#)

- 3) Download the [Procaster Software](#).

- 4) Test it out! Create a test channel and try to stream some footage. The more you play with the software, the more prepared you’ll be on the day of your actual event.

**Any Questions**

If you have any questions about putting on a event or just want to get in touch, email us at: [smw@chinwag.com](mailto:smw@chinwag.com) or [francesca@chinwag.com](mailto:francesca@chinwag.com).