**Events Management: Principles & Practice, 4th Edition**

**Instructor’s Manual**

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**Chapter 11**

**Brand Co-creation and Social Media**

**Chapter Overview**

The aim of the chapter is to provide an overview of brand co-creation and social media have become a major influence within business overall and particularly within the events industry. The chapter also discusses the world of social media transforms the way event managers communicate with target audiences. Social media have developed into a highly interactive platform via which individuals

**Exercises and activities**

**Tips for Tutor**

1. **Before the class, ask each student to read the following sections from chapter 11.**

* Motivations and Value Co-Creation
* The benefits of co-creation
* Brands
* Social Media for Event Management
* Social Media Strategy for Events Management
* Type of Content and Social Media Platforms

**Tips for Tutor**

It is best to begin the class by discussing with student’s impact of social media on event management?

Discuss with student’s creation of brand loyalty through the use of social media with visitors and customers before, during and after the event?

1. **Internet Resources**

These are internet and YouTube clips, we recommend you ask students to visit internet sites and YouTube clips and asking them to watch and read the material for classroom discussion.

**Internet Resources**

* <https://www.eventtia.com/blog/event-planning/real-value-event-co-creation-works>

**The Real Value of Event Co-Creation and How it Works**

Event co-creation is a powerful way to boost attendee interaction and participation. To build this practice, though, requires a dynamic context beyond traditional audience engagement tricks. Too often, event professionals focus on engaging their attendees, without encouraging collaboration or event co-creation.

* <https://enlightened-digital.com/why-social-media-is-vital-in-the-events-industry/>

**Why Social Media is Vital in the Events Industry**

Social media is a powerful tool that allows businesses to reach a valuable set of prospects or customers. Social media marketing helps you gain traffic to your website, generating more potential customers and clients, thus benefiting your business. At its most basic level, social media is an extremely powerful and completely free online tool that is available to anyone and everyone that can be used to help meet their business goals.

* <https://www.youtube.com/watch?v=PezVwhkeQBA>

**The Impact of Social Media on the Music Industry**

This is a little look at current impacts of social media on the music industry. It was a project I did for my 'Pop Culture in Media' class.

* <https://www.youtube.com/watch?v=NDruZA_PNro&t=1s>

**COVID-19 impact on the entertainment and events industry**

Artists, events planners, and performers laid bare their plight on Wednesday night during the #LightSARed protest. The initiative by the Light SA Red movement is aimed at getting the government to extend COVID-19 relief funding for the industry until artists, events organisers and restaurants are able to resume work. Now to talk to us about the impact of COVID-19 on the entertainment and events industry we are joined by Dean Carlson, founder of Brain Farm.

* <https://www.youtube.com/watch?v=uazsGwBU1wk&t=1s>

**Coronavirus and the future of live events | COVID-19 Special**

Concert halls and stadiums are reopening for performances and festivals in some countries. But not for everyone at once and there are lots of new rules to follow. The entertainment industry is desperate to get business going again. Many musicians aren't covered by government schemes to support freelancers and have had no other source of income during lockdown. The aid that has trickled down to some performers is for a limited time only and the crisis is open ended.

**Tips for Tutor**

**3.1** Divide students into groups of four to five and instruct them to:

* Read case study 11.1: Kensington Market Jazz Festival Rebrand.
* Ask each group to develop an argument, how social media can help to promote an event and festival?
* Ask each group to identify and discuss rebranding the Kensington Festival and its effect on the local area and visitors?

**Case study 11.1:** **Kensington Market Jazz Festival Rebrand**

The branding for the festival needed to reflect what makes the market so unique: its eclecticism. The neighbourhood has been an example of diversity and a mash-up of different cultures since the early 1900s. In 2006, it was declared a National Historic Site of Canada for its representation of Canada’s ethnic mosaic. Similar to the neighbourhood’s history, jazz was created from the collision of cultures and ideas, through experimentation and daring.

The branding needed to merge these two concepts, the neighbourhood rich history and the unexpected nature of jazz to create a fun and eye-catching brand identity. Thinking about the possible adjectives to describe the festival and come up with vibrant, unexpected and abstract, and kept them in mind during the design process.

**The Concept**

Kensington Market Jazz Festival is a three-day live music event in the vibrant neighbourhood of Kensington Market. The idea was to merge both, the neighbourhood’s rich history with the unexpected and fun nature that Jazz music often brings. The festival is a celebration of community, culture, and diversity; and draws people from all ages and backgrounds to experience live jazz in this unique area.

**Design Strategy**

When rebranding a business, it is important to look at the brand’s guidelines and not go too far with the redesign. It was vital to follow current brand and decide how to use some of current logo ideas for the upcoming solution.

**The Logo**

For the name of the neighbourhood was used Peace Sans, which creates an approachable look. Its curves and slightly chunky width create a friendly yet unadorned vibe, just like the neighbourhood, which is far from being a fancy place. It was paired it with Billy Ohio, a script font that was meant to represent the unexpected nature of jazz as it “takes over” the neighbourhood for three days.

**End Result of Rebranding the Kensington Festival**

Using insights from the research and drawing from their previous brand, it was able to create a refreshed look that conveyed what the festival is about, while still reflecting Kensington Market’s personality. Given my interest in digital design, Kensington Market Jazz Festival project extended in the future by possibly creating some environmental graphics or the concept for an interactive installation during the event.

Source: Adapted from Oscar Aldana <https://medium.com/@oscar7490/kensington-market-jazz-festival-a-case-study-e61fc8bf912d>

* 1. **Divide students into groups of four to five and instruct them to:**
* Read Case Study 11.2: How Do You Successfully Integrate Social Media and Multi-Media with Live Events Aimed at a Hard-to-Reach B2B Audience?
* Ask students to discuss and evaluate the case study 11.2 is an event management software platform for online ticketing and event registration to purchase event tickets?
* Ask students to discuss case study 11.2 business model using online platform for business sector and professional conference organisers?

Case study 11.2: How Do You Successfully Integrate Social Media and Multi-Media with Live Events Aimed at a Hard-to-Reach B2B Audience?

Social media have compounded the speed, intensity and deluge of information confronting people every day. For brands, standing out against this content torrent, let alone making a meaningful connection with a specific audience, is at best challenging and at worst futile.

For a highly regulated sector like financial services, the challenge is compounded; social and content marketing must convey complex information in an entertaining, informative and compliant manner. So, how did we manage to reach almost 2.5 million people on Twitter, attract 600 contributors on social media and attract 300 niche financial professionals to an afternoon-long event held at the British Museum in London?

The answer? A digitally integrated, offline social event. And a serious amount of planning and orchestration.

Who’s afraid to be a ‘thought leader’?

Too often large brands, particularly the heavily regulated, hide behind compliance as a reason for not engaging in a two-way conversation with their peers and target audience. Their fear is that if they can’t control the conversation – whether online or offline – they can’t promote a biased, sales-orientated agenda.

This is the old way; it is the antithesis of social media marketing.

At Saxo Capital Markets, we took a different approach with the launch of #Trading­Debates, a digitally integrated event designed to provide a platform for informative, intellectually rigorous discussion among a qualified forum of true ‘thought leaders’. We supported the event with a mixture of multi-media and real-time social media engagement.

Pre-planning

This kind of social media reach doesn’t happen by accident and the integrated campaign took six months to prepare. Social media integration was fundamental (and a key performance indicator) from the outset:

* The event’s name was hashtag-inclusive and promoted as such across all online and offline channels: #TradingDebates.
* A Twitter-based competition was launched simultaneously with the event landing page (using TweetBinder contributor rankings) to encourage social media engagement.
* Social media engagement was incentivised by awarding an iPad to participants with the highest impact, most popular, most active and for (number of) original tweets.
* Meaningful white papers, illustrations and infographics on each topic were launched to stimulate online debate ahead of the physical event.
* A Twitter wall prominently displayed streams of social conversations based on keywords relating to whichever panel discussion was taking place at that time.

Influencers – a crucial ingredient

Prior to the event we identified key influencers in the UK trading community (our target audience) by using sophisticated social media segmentation tools. We used social media to reach these influencers and invited them to participate in the #TradingDebates event.

Some contributed blogs on the debated topics were published on the website and promoted through the influencers’ own social media, increasing awareness of the event. Others contributed through real-time engagement in the debate on social media, across the afternoon.

A prominent tweet wall positioned above the live panel debates at the event venue allowed participants in the room to interact with highly relevant influencers and peers via social media. The tweet wall displayed the event hashtag but also streams of conversations by keywords relevant to each panel debate, as they happened.

Coordination is key

To maximise social media exposure, we pooled the resources of marketing teams across the company and also leveraged the experience of agencies specialised in search, PR and content marketing. To produce a successful, digitally integrated event requires intense collaboration across all of these specialisms.

We determined remits for each team member, dividing up responsibility across all of our social media channels. Some had responsibility for live tweeting the salient points expressed during our panel discussions. Others were responsible for engaging with contributors who took part in the #TradingDebates topics via social media.

In the early days of the internet, Bill Gates famously proclaimed that ‘content is king’ and key to the future success of any business. Taking a lead from this, our campaign team used a range of illustrations, infographics and thought-provoking articles to facilitate lively discussions on social media with our audience of investors.

It was also imperative that we worked closely with our legal and compliance department, as it is with their guidance, we are able to be active across the various media channels.

As our target demographic is a niche of highly sophisticated private and institutional investors, we believe that the inclusion of prominent and relevant disclaimers and risk warnings sends a message of trust and it shows our prospects and clients that we comply with all necessary regulations.

What to do with social data

After the event, we pored over the social data, which provides strong signals about how we can better personalise our communications for this audience and provide the most meaningful content and events marketing specifically for them.

We achieved twice the traditional media coverage during the event month and discovered that our event had produced seven times the number of total tweets, 3.5 times tweets per contributor and triple the social media impact of the *Financial Times*’s Camp Alphaville event, according to Twitter data compiled using Tweet Binder (comparing #TradingDebates and #CampAlphaville).

Although our target audience differed from that of the *Financial Times*, this highlights the level of success attained from our socially integrated event. It demonstrates that for the firms that embrace modern marketing tools and techniques – such as integrated social and content marketing – and do so in a compliant fashion, opportunities abound.

*Source*: adapted from Uriel Alvarado, *The Guardian* (2014), www.theguardian.com/media/2014/aug/26/case-study-how-to-truly-integrate-social-with-events, 26 August 2014 [accessed 16/04/2016]. Copyright Guardian News & Media Ltd 2017.

**4. Discussion questions**

**Question 1**

Critically discuss the creation of brand loyalty by event managers?

**Question 2**

How can co-creation assist in the development of a brand?

**Question 3**

How can Facebook be best used before, during and after an event?

**Question 4**

How can Twitter be best used before, during and after an event?