



Hotel España, Barcelona, 22nd November  
2012

## 4.00 Registration and coffee

## 4.30 What Social Media can do

Social Media has the potential to make your life in events much easier while making your organisation more money. **In this session William will:**

- Explain how using only Social Media promotion Gallus Events sold out an event in only six weeks
- Will explain how a content marketing strategy is the key to a successful Social Media campaign and event
- Demonstrate how you can use Social Media to find hot leads
- Demonstrate why social media and events is the perfect partnership

William Thomson, Head Honcho, **Gallus Events**

## 5.00 Peer-to-peer exchange

We have [curated the audience](#) as well as ensured that there is a great mix of delegates attending our event.

During these sessions attendees will have the opportunity to learn from everyone in the room. Attendees will undertake [structure networking](#) that will allow them to discuss their views and experiences of Social Media. This is the ideal opportunity to benchmark your approach with others in the Event Industry.

## 5.20 Social Media research presentation

Which Spanish event companies are currently rocking Social Media?

Throughout October and November Gallus Events will carry out detailed industry research to see which are the leading companies using Social Media to support their events and their events business. Our detailed research will allow attendees to benchmark their approach to Social Media. Our exclusive report will cover:

- Which Social Media platforms are most popular
- What systems are used to help event businesses manage their Social Media
- What event companies are using Social Media for
- Which and how many staff are involved in Social Media

## 5.40 Social Media Case Study

How is Spain's leading Event Industry Magazine currently using Social Media?

This will be an exceptionally interesting session especially after the success of the Event Innovation Summit in October.

Eva Da Pozzo, Communication Manager, **Grupo eventoplus**

## 6.00 Peer-to-peer exchange

Attendees will have the opportunity to discuss the research findings as well as the case study.

## 6.15 How to develop a quick and effective Twitter strategy

Twitter is proving to be one of the most valuable tools for event companies but its full potential is still underused. In this session William will help structure a Twitter strategy for every attendee.

Using a Gallus Events template William will help attendees create or develop their own Twitter strategy.

After attending this session you should have a complete understanding of how you can use Twitter to add value to every part of your event. William will demonstrate how Twitter can:

- Promote your event
- Promote your sponsors and your exhibitors
- Promote your speakers (or their organisations)
- Be used to search for people who want to attend / sponsor / exhibit at your event
- Be used on the day of the event to add an extra element to people attending the event
- Be used on the day to include those unable to attend the event
- Be used on the day to promote the event to encourage more attendees the following year
- Be used to deliver content generated by your attendees after the event
- Be used after your event to promote your stakeholders (sponsors, speakers, exhibitors)
- Be used after the event to continue to deliver learning to your attendees

Your personalised Twitter strategy will link to your overall organisational objectives and will support your business as well as the events you run.

## 7.00 Optional show round the hotel

Show around conducted by:

Alex Montornés, Head of Sales, **Condes Hotels**  
Tamara Garcia, Sales Executive, **Condes Hotels**  
Silvia Sanchez, Sales Executive, **Condes Hotels**

## 7.15 We will head off to the pub you are welcome to join us!