

# Online Event Management Services



Official Social Media Partner for



Internet And Mobile Association of India

Conducting an event? Our well planned Online Event Management Services can help you reach more audience at fraction of the cost.

## What we do?

- ◆ Identify effective social media strategies & get significant visibility for the event
- ◆ Build up excellent pre-event presence & promotions online
- ◆ Give excellent live coverage during the event through live blogging, tweeting & podcasting & more
- ◆ Keep up the tempo online even after the event.

## Events We have Covered:



**NASSCOM®**

- ◆ IAMAI Mobile Ad Conference, Mumbai, April 2010.
- ◆ IAMAI National Security & Digital Technology Conference, New Delhi, March 2010.
- ◆ CII Connect Conferences, 2008 and 2009, Chennai.
- ◆ NASSCOM India Leadership Summit, 2008 and 2009, Mumbai.

## Live Blogging



## Live Tweeting



## Podcasting



# Our Value Addition

Our well planned online activities, before, during and post event will complement offline event management and help extend the reach, gain visibility and leverage the most out of both worlds.

## Pre-event build up:

- ◆ Advise on the best online strategy for your event
- ◆ Create Social Media profiles for the company/event on blog, facebook, twitter, flickr and other new media platforms
- ◆ Aggressive Pre-event publicity and promotions online for the event
- ◆ Build relationship with target audience, even before the event
- ◆ Write Quality Blog posts related to the event to build up search engine positioning, with focused SEO

## During the event:

- ◆ Live blog the event to give instant updates, publish excerpts of talks/sessions
- ◆ Live tweet the event on twitter
- ◆ Take questions and interact with audiences who may not be physically present at the venue
- ◆ Share event photographs, updates and news online
- ◆ Conduct interviews, podcasts with speakers and dignitaries

## Post Event:

- ◆ Continue to interact with audience, take their feedbacks and comments
- ◆ Continue to Promote the event
- ◆ Build base for the next event

## Contact:

We'll be delighted to get associated with you. For customized strategies and best possible costs, please reach Kiruba Shankar, CEO, BusinessBlogging on +91 9841597744

Email: [kiruba@kiruba.com](mailto:kiruba@kiruba.com)

## Our Offerings

- » Social Media Consulting
- » Professional Twitter Backgrounds
- » New Media Training & workshops
- » Podcast Services
- » Unconferences

## Clients



fun. family. forever.



LARSEN & TOUBRO  
Valves



Show Space  
Peace of Mind



THE  
HINDU