



THE MEDIA EXCHANGE

Social Media Programmes
Registration and Badging
Market Research



A Description of Services

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Integrating Badging and Registration with Social Media

Almost every event organiser is thinking about online communities and how they will shape their business in the coming years. If they are not thinking about the impact of online communities they should be.

Owning an online community will improve the visitor experience and get more people to your event, improve your profits and improve your exhibitors return on their investment.

Your Own Community Platform

TME has created a powerful Social Media Platform that is designed exclusively for the events sector. It allows organisers to create and manage their own online communities. This platform integrates seamlessly into our badging and registration system. As visitors register for the event they automatically join the community. In future years the community becomes a key element in visitor promotion for the event.

The TME Social Media Platform is designed to generate revenue for the event owner

- Exhibitors pay to engage with the community throughout the year
- Exhibitors pay for enhanced listings and optimised searches
- Exhibitors pay to add content to the community site
- Visitors can easily buy goods and services

The TME Social Media Platform benefits exhibitors

- Easy exhibitor – visitor interaction
- More “value add” in the exhibitor package
- Easy to distribute information to visitors pre and post event – brochures, presentations, offers
- Exhibitor embedded within the community and the event

The TME Social Media Platform benefits visitors

- Improves the visitors engagement with the event and the exhibitors
- Enables the visitor to promote your event through user generated content and networking
- Improves the visitor experience through interaction pre and post event
- Aides inviting friends and colleagues to your event
- Easy to communicate with you – their views, opinions and requirements

Our platform is currently being used by: NFL, MTV, Channel 4, ITV, Vodafone and others...

Creating Your Social Media Program

TME Social Media Program creation is achieved with a simple Five Step Plan.

The TME Five Step Plan will deliver a bespoke solution for each event and can easily be administered by your personnel with a minimum of training.

The result will be more visitors to your event, new revenue streams, cost savings on visitor promotion, market research analytics and much more...

The Process

1. Social Media Audit -Find out where to start and what people are saying about your event and sector
2. Social Media Program - Create a realistic and manageable program that fits with your event
3. Social Media Assets - Create the accounts where you will interact- LinkedIn, Face book, Twitter, YouTube
4. TME Social Media Platform – Configure the platform to manage the program, create the content, and syndicate the content to over 260 locations – Face book, Event Website, LinkedIn, Exhibitor websites, visitors business and personal websites, as well as social media sites, book mark sites etc...
5. See the results and measure the success – detailed analytics and reports.



Market Research for the Events Industry

Background

TME has 30 years of experience within the media market research sector. Our in-house qualified psychologists and statisticians have created and delivered hundreds of projects within the events industry. Our services and reports have been used in many ways, from the creation of powerful sales support material, visitor and exhibitor analysis to reports identifying new market opportunities and event disposal and acquisition.

Social Media

With the emergence of social media, TME recognized the need for research within this new and exciting landscape, in relation to the events industry. As a consequence, TME developed an OEM relationship with a leading digital agency and a US technology company. TME has built a suite of research tools and techniques which deliver accurate analysis, real insights and understanding, specifically designed for event owners.

Services

TME's specialist event research methodology layers and integrates cutting edge social media audits with onsite and online primary data collection.

By integrating these services, new, rich and informative data is produced. This data is analysed and interpreted by our in-house specialists. TME produce a range of clear and concise management reports that are customized to the event owner's requirements.

TME Reports

- TME Exhibitor Report
- TME Visitor Report
- TME Social Media Report
- TME Combined Management Report with Recommendations
- TME Post Show Sales Report
- Bespoke Reports

