Services

- Twitter / Instagram Wall
- SMS / MMS Wall
- Q&A Session App
- Web app / SMS Voting
- Digital Signage
- Text to Donate
- Custom Feeds

More than just a Twitter wall. Events are inherently social and this should be reflected online as well as onsite.
Conference

Event objectives:
- To ensure that Oracle is shown to be embracing social media and not hiding from immediate event feedback
- To create an atmosphere of discussion and engagement
- To increase Oracle’s presence within the social sphere and the reach of the messages being delivered at the event
- To create a conversation piece onsite so people can easily pick up and comment on other people’s tweets

Results
- 27,000 Tweets #CloudWorld
- Twitter Reach of 525,900 within one day
Trade show & Exhibition

- Exhibitors are able to tweet and post Instagram photos of their latest clothing lines.
- Visitors see instant feedback from others in the industry, discuss trends.
- Pure London’s catwalks played host to speeches from celebrities and thought leaders, with ThinkWall displaying feedback.
- Announcements promoted upcoming shows and speeches.
- Exhibitor Retweet Competition: drove visitors to visit stand, chance to win prizes.
- Moderated 1256 Tweets, 692 Photos.
- 4.4m Impressions, 300k Reach.
Gorkana has installed a permanent ThinkWall in their offices to track all the conversation happening around the event build up - ensuring the team doesn't miss any questions or opportunities to engage with their attendees.

Gorkana is able to make changes to the event hashtag shown on screen, upload their own slides, upload important announcements and self moderate all the content.

At the event, a large projection screen sits behind the on-stage panel showing the incoming tweets and photos from the audience.

After the event the team exports all their content and ensures that relevant messages from clients and insights are forwarded on to the sales team.
Pop Up Event

For the BBC’s residency at the Southbank Centre, the pop up studio was surrounded with screens which allowed the studio producer to explain to the public what was happening.

Live concert broadcasts open to the public and participatory talks unlocking the mysteries of radio.

Results
9,756 tweets for #R3Southbank
14th March to 30th March
Twitter reach 63.7 million over 2 weeks
SMS/MMS Wall

- Dedicated SMS/MMS number for audience to share thoughts and photos throughout the day, privately with those onsite.
- Q&A app connects to moderation inbox, collects all approved texted questions, messages can be frozen on main conference screen to be answered. Useful for celebrity interviews - Wesleyan interviewed Joanna Lumley.

Text to Donate Wall

- Text Keyword + “Comment” to Donate with £5 and £10 keywords
- Live barometer updating per donation with progress chunked in £150 blocks

Results
Raised over £3400 in under 10 minutes for Birmingham Children’s Hospital