

PR Week SocialMedia Strategy.tv

Two powerful conferences on social media brought together in one virtual event.



PR Week and Brand Republic run many conferences, bringing together experienced speakers from major brands and professional audiences from across the media sector.

Lively and engaging presentations were recorded during two highly successful conferences on social media. These are now available as a virtual conference, creating a valuable on-demand resource covering issues such as online reputation, crisis management and brand media strategies.

The Challenge

PR Week and Brand Republic's aim was to create a community around an online resource: essentially, a virtual conference, featuring online presentations that offer practical advice for PR professionals.

The site needed

- » Camera crew on-site at 'real' event to capture video and audio
- » Fast editing to get the best clips online straight after the event
- » Presentations expertly synchronised with PowerPoint slides

- » Incoming and outbound social media functionality via twitter and facebook
- » User log-in, viewing statistics and back-end reporting
- » Global on-demand Flash video hosting



Added Benefits

The website for the virtual conference has been built to be scalable and flexible. This flexibility will allow the SocialMediaStrategy.tv resource to grow as more content becomes available.

The Kinura team also filmed sponsors' interviews on site during the events, creating additional insightful content.

Client Testimonial

"Haymarket's live conferences achieve among the highest audience numbers in the market however streaming content online with slides has enabled us to tap into new revenue streams.

Kinura have worked very hard here to ensure that our needs are met and that products are finished to a high standard. Audience and sponsor feedback has been great and we are exploring new ways of connecting with our viewers using webinars and webcasts."

Alex Whitson, Head of Content,

SpeakersChannel.tv, Haymarket Business Media

Links

www.socialmediastategy.tv