

How to Engage Attendees

A Guide to In-Person, Virtual or Hybrid Events



Including 11 case studies

Featuring Cisco, S&P Global, WHO, BMW, Google and many other international brands.

A must-read for events planners & marketers

These days, planning an event without considering **attendee engagement** is just about impossible.

Planning your side of an event is important, but you shouldn't forget about your audience, either.

Many events severely lack engagement. Give your audience a way to become a part of the event, paving the way for a dialogue.

This guide will give you an overview of ways to incorporate attendee-generated content before, during and after your events.

When used right, these strategies can make your event more lively, more interactive and, ultimately, more interesting for attendees, speakers and organizers alike.



Walls.io Tip

Make attendees part of your event by encouraging them to participate by sharing their thoughts. Prioritize collecting unique attendee-generated content.

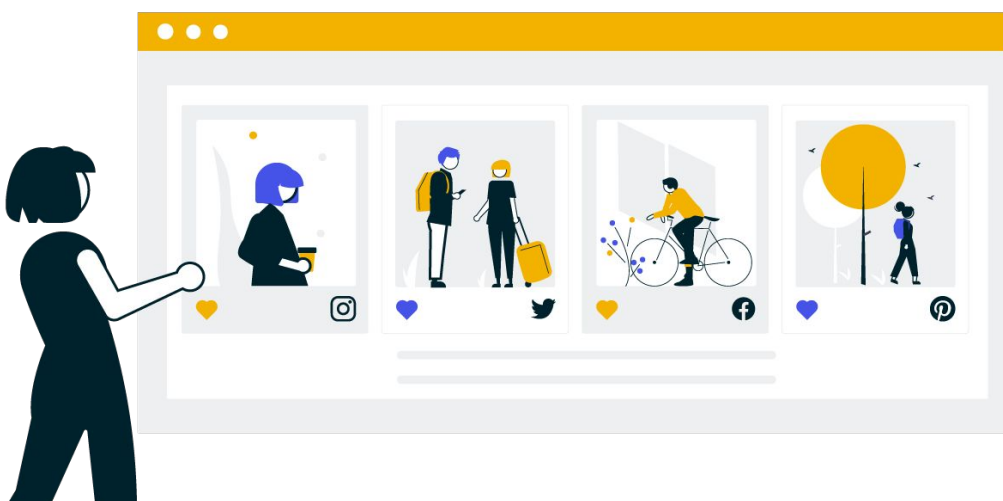


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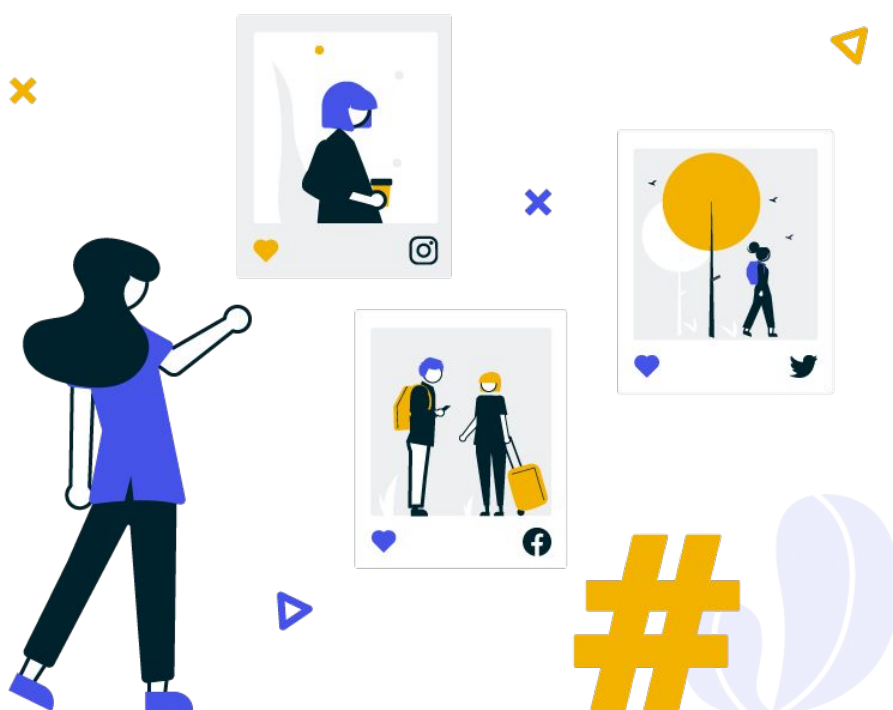
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Engagement Strategy

Before, during and after your event



Engagement strategy before the event

Just like you plan everything else for an event ahead of time, you should also start working on your engagement strategy for the event as soon as possible.

It is tempting to leave that until the last minute, but the earlier you start planning, the more engaging your event will be. So don't let attendee engagement become an afterthought and start planning now.

Come up with a hashtag & promote it

Hashtags bundle conversations about your event online. When choosing a hashtag, it's important to pick something that is significant for your event, but also unique and easy for people to remember and type. Make sure that it's a unique hashtag that's connected to your event's name and maybe even add the year to it such as '#SaveTheDeers25' and couple that up with a bunch of generic ones such as '#WildLifeEvents25'.

If you're doing a hybrid event, include local hashtags as well. This will make the event searchable for people who want to attend in person. Examples of these can be '#EventsInChicago' or '#ChicagoConferences'. Collect all that content that attendees, influencers and speakers post using the hashtag and curate it on a [live hashtag social wall](#) that you can then display at the event and embed on any website or event platform.

Create the hashtag way before the event and share it with your attendees on the registration website, any goodie bag materials you post to them. [Learn how to find the perfect hashtag](#) and how to [avoid hashtag hijacking](#).



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Expert Tip

“Creating a custom hashtag is a surefire way to keep your audience engaged before, during, and even after your event.

During your event, you can input any content associated with the hashtag using a social wall display; after the event, you can repurpose the content on your social channels to keep the event's momentum going!”


Jessie Crozier, Owner | Content Specialist | Social Media Guru at WildThorn Media

Create a landing page or use an event platform

Make it easy for interested parties to find out more about your event by creating a dedicated landing page to be the one-stop-shop for your event, including social media, ticket sales and updates.

You can also embed a social wall on your event landing page to promote your hashtag and share what people are saying about the event across various social media channels.

Encourage speakers, exhibitors, and sponsors to post about the event weeks before the event takes place. Actively promote your hashtag, so more and more people are likely to use it.



Walls.io Tip

If you don't want to start from scratch with your event website, there are good reasons to use an event platform.

There are a lot of hybrid and virtual event platforms out there, but not all of them offer engagement elements such as social walls. [Here are some that do.](#)

Add social sharing to your ticket sales page

Wouldn't it be nice if people who buy tickets to your event shared this with their friends and followers?

You've already convinced them that your event will be great, so now it's time to use them as social media ambassadors.

To achieve this, simply add social sharing to your ticket sales success page. Once someone has bought a ticket, they will be prompted to share the news on social media. You can even prepare an automatic sharing message for various platforms that incorporates your unique event hashtag in it as well.

Keep your social profiles up to date

For many people who first find out about your event, your social media profiles will be the first stop to get further information. So keep all your social media profiles up to date.

Let people know that your event is accessible and inclusive. Let wheelchair users, people with disabilities, people with food tolerances, etc. know that your event will provide for them and mention your code of conduct and link to it.

Being open about these things and available on social media will also make it easier for people to reach out to you with questions.

Make sure to add the hashtag to your profile description too.

Social media works great for building up hype before an event. This means that you have to post consistently about the event to make sure it stays top of mind and drives registrations.

Use your email list to engage attendees before the event

Use your existing email list to create email campaigns for your prospects. Certain event solutions also come with email builders that let you design complete email campaigns. Here's a sample drip campaign that you can use for your event announcement and ongoing communication:

- Two weeks before the event: Create a first email that announces your event, offers the relevant details, and provides a link to sign up.
- One week before the event: Give a shout-out to your keynote speaker. Summarize what they'll be talking about at the event. Provide a link to sign up.
- One day before the event: Share details of other activities at the event, such as a scavenger hunt or giveaway. Provide a link to sign up.
- 15 minutes before the event: Send a final reminder.



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Expert Tip

“Don't wait for the day of your event to engage with your attendees. Instead, email them immediately after they register and start a conversation, making it easier for them to participate during your event.”

Juan Guerra, CEO at bseenlive.com



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Expert Tip

“Right from the moment they register for your event, build steps into your attendee journey, which require your attendees to take action. With small steps, you will be inviting them to engage with you, and you will be training them for the day of your event.

This could be asking about dietary requirements or accessibility, getting them to share something on social, inviting them to participate in a contest to win a prize, with quizzes, asking what they are looking forward to at the event.”

Francesca Rodriguez Balit,
Co-Founder & Event Web Specialist
at [Bbr Web Design](https://bbrwebdesign.com)

Involve influential content creators

Since long before the advent of social media, word-of-mouth has been influencing decisions both offline and online. Customers trust recommendations from other “real people” much more than anything coming directly from a brand.

Content creators recommending an event are just an extended version of a “personal” recommendation, one that reaches a wider audience. They can help you reach either a broader audience or a very specific audience segment that you usually might not have access to.

Don't just choose any person with a following. Content creators must really fit with your brand, either by having an audience already relevant to your brand or by being able to open up a new audience segment for you. So-called micro-influencers, who may have a relatively small following but one they are very engaged with, can truly do wonders for your brand.

Reach out in a meaningful way and build a relationship. Don't just barge in with a one-sided offer, but rather build a mutually beneficial relationship. And remember:

You do need to offer incentives, but money isn't the only incentive that can make a deal work.

A graphic featuring a stylized character with a star on its forehead and a lightbulb icon, enclosed in a rounded rectangular frame with a dark blue border. A yellow triangle points downwards to the left of the character.

Walls.io Tip

Find content creators that really are a good fit for your brand and build a relationship with them that is beneficial for both sides.



Involve your speakers

Give your speakers all the information they need to get involved as soon as possible, including the event's official hashtag, and ask them to share and engage with the event and potential attendees online.

If you want, you can also create a promotion guide for them, explaining what kind of posts you are looking for and how to best use the hashtag.

Vice versa, promote your speakers on social media as well. Introduce them to the audience before the event using various methods. The possibilities depend on time, money and effort available but are just about endless.

Here are a few ideas for introducing and promoting speakers before your event:

- Post images that include a photo of the speaker, their field of expertise, the topic of their talk and perhaps a short quote. Don't forget to include the details of the event as well.
- If you have the time, skills and leisure, create and post short video clips that transport the same information, perhaps showing a short excerpt from a previous talk the speaker has given or an interview with them where they talk about their topic.
- Record and post podcasts in which you interview speakers about their field of expertise. Do the same in short live video streams on Facebook, Twitter, Instagram, etc.
- Hold webinars if it fits with your event and topic.
- Interview speakers and write them up as blog posts, then post quotes and links to the blog on social media.

Understand your audience and meet their expectations

There are few more disappointing things than going to an event and hearing speakers give sales pitches about their companies or products. Instead, gear your content to your listeners' knowledge, experience, and interests. Having your speakers deliver exciting and inspiring talks is a significant engagement factor.



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Expert Tip

“Understand your audience. Spend enough time speaking to the market - understand who they want to hear from and why, really dig into the challenges your end-user audience are facing and build your content around this. The rest falls into place. :)”

Lauren Davies, Event Director at IQPC Exchange

Involve your audience

Create some buzz for your event by running a contest or raffle, where you give away tickets to the event. Ask users to create something and post it using your hashtag to be entered into the contest. You can then use the [user-generated content](#) in your own promotions.

Connect your virtual audience with your in-person audience

Events with mixed virtual and in-person audiences are a great way to expand your reach and make your gatherings more accessible. However, this format has its unique challenges, as there's always the risk of favoring one audience's experience over the other's.



Expert Tip

“Use group chats to increase networking and open feedback. On an event platform being used by your in-person and virtual audiences, there are many “places” where people can interact and network. A group chat is a conversation with a specific topic where people can post messages, respond, and meet like-minded people – no matter if they're virtual or physical visitors. Think of creative subject lines like “Share your best & worst experiences in (choose your topic)” to bring people together around a common theme.”

Mia Masson, Head of Content at Swapcard

Use an app to engage attendees

A few years back, an event app was essentially the digital version of the event's agenda.

Today, it's so much more. It's an essential tool for anyone attending your event: attendees, sponsors, speakers and exhibitors, plus your team members and sales representatives.

An event app is a unique communication channel. It helps you keep your audience alert and engaged with live polling, well-timed push notifications to announce important sessions and surveys to capture valuable feedback.



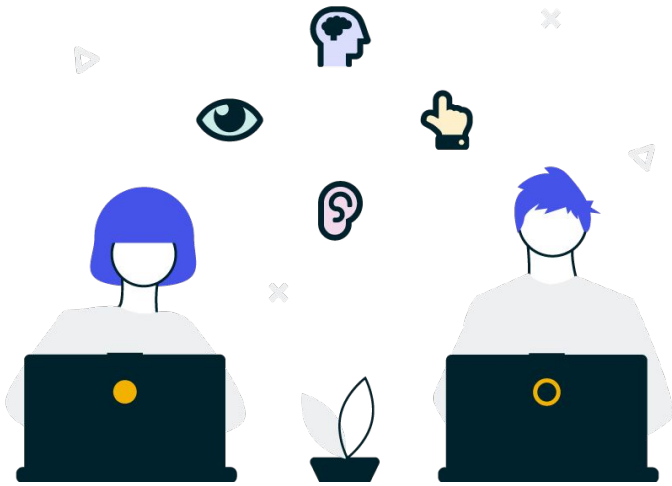
Expert Tip

“There are many creative ways to adapt an event app so that your attendees can engage with the event via the app. Another great way to boost event engagement is to host in-event activities or competitions that are linked to relevant social media pages.”

Savannah Jorissen, Event Marketing Manager at We Market Events

Make your event accessible

When planning an event, we can all agree that there's one universal goal — to ensure everyone has a fantastic time. Yet, more often than not, accommodating accessibility is an afterthought in event marketing. If you want everyone to have fun, make sure every component of your events is accessible to every single participant.



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Expert Tip

“My best tip for event engagement is to make the event as accessible as possible for everyone. Truly inclusive events are a benefit to all, whether they take part online or on location.”

Veronika Poindl, B2B Marketing & Event Advisor B2B at myAbility Social Enterprise GmbH

Encourage communication even during virtual & hybrid events

Even though hybrid and virtual events allow us to bring more people together, it can be harder to generate that shared, cohesive experience for all attendees.

But virtually, attendees can easily participate if you ask them to. Just make sure that your communication is clear.



“

Expert Tip

“The viewing experience needs to feel like you're there live for hybrid events. Don't forget to mic your audience! The energy exchange between a speaker and the crowd is essential; adding live audience audio into the digital event allows you to invite the virtual attendees into the live experience.”

Sara (Berner) Roberts, Event Production Manager in Houston, TX

Hire a great host

A good emcee helps keep your audience energized and engaged.

An effective emcee brings energy, enthusiasm, warmth and charisma to attendees, many of whom have travelled long distances to attend.

They will get so much more out of the event if they feel positive and energized. The advantages of an experienced moderator are noticeable for organizers, speakers and participants.

A good host will guide your participants from A to B, engage them and create the best possible experience.



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Expert Tip

“Have a real live element to your event with a host whose main task is to promote interactivity. Having an element that directly speaks to your attendees, asks questions, answers them, mentions people by the name from the chat, gets the audience to do some type of task or game.”

Francesca Rodriguez Balit,
Co-Founder & Event Web Specialist
at Bbr Web Design

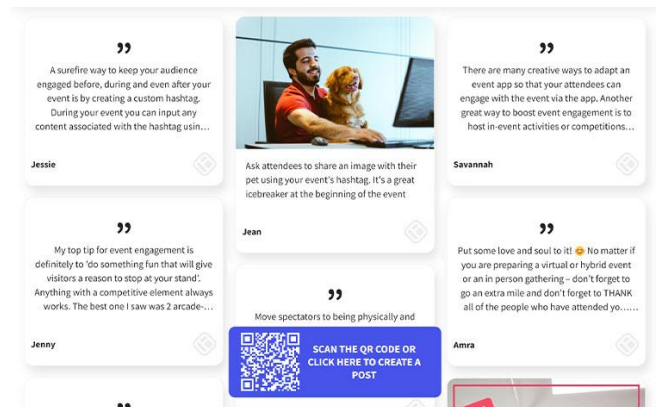
Collect all the content on a social wall

User-generated content is one of the biggest engagement drivers for events. Displaying content shared by your attendees, speakers and sponsors on a social wall before the event has multiple benefits.

[Social walls](#) are a great add-on for all kinds of events, from small, intimate events like weddings to big industry events like trade shows. Conferences, BarCamps, company retreats, award shows, sports events, online awareness events — they all benefit from a social media wall that gets the conversation started.

You can still use a social wall to collect attendee content even if your event is private, and you can't use social media. Just ask them to upload their thoughts directly on a [private wall](#).

A social wall is easy to set up and adapt to fit your branding, and it really brings people and conversations together. By adding a social wall to your event, you open up a whole new world of interaction without requiring attendees to install anything.



Private social wall with direct content upload

Engagement strategy during the event

Communicate your event's hashtag everywhere

This event's happy attendees are the next event's best advertisement! You can use feedback from your attendees to improve your next event, or get sound bites and statements from them to use in your own marketing.

The way to go about this is to capture as many statements from your attendees as possible which you can then use on your website, in video clips, on social media, etc. You can send someone around at the event with a video camera and microphone, doing short interviews. Alternatively, you can snap a pic of an attendee and record an audio statement that you can then pair for use on social media. A happy attendee can be a great promotional source for your event.



Organize active breaks

The attention span of the human mind is limited, so sessions shouldn't run more than an hour and a half without a break. During conferences, guest participation can be very static, so it's a good idea to balance that immobility. Dynamic activities will make your guests feel renewed vigor.



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Expert Tip

“Hire an instructor and schedule a 15-minute workout session during some of the breaks. The best workout option would be accessible for all audiences, such as an easy dance, light yoga or simple exercises targeting one part of the body (such as back pain) — and offer alternatives for all abilities. Everyone will be thankful for the active break, and their brains will be fully oxygenated and ready to pay attention to the next speaker.”

Ana Lopez, Content Marketing Manager at Walls.io

Reward engagement, but keep it all sustainable

If you're rewarding your attendees with cool swag, consider eco-friendly swag items that your attendees are sure to use and re-use! People feel bad throwing things away, and it's also not eco-friendly.

Some options include eco-friendly/recycled notebooks, plants and seed packets, reusable tote bags, recycled backpacks, and more. If you want to provide branded clothing, consider sourcing from companies that ethically and sustainably source their items. Also, check to see if they print using environmentally friendly inks.



Generate branded attendee photo content

A photo booth at your event can do wonders to keep attendees happy and positively influence the reach of your event on social media.

Humans are naturally curious and will be interested to checking out the photo booth and taking some selfies. They might even start talking to other people at the booth, which will cause a livelier atmosphere. At the same time, we all love sharing selfies, and the same goes for pics from a photo booth.

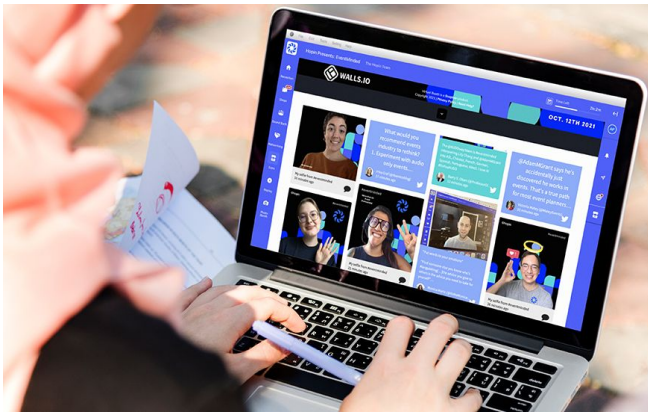
If your event is happening online or if it's hybrid, you can just go for an online photo booth. It will help you engage your attendees and collect a lot of fun attendee-generated content during your event.

Here are a few great [photo booth ideas](#) to inspire you for your next event.

Use a social wall to engage attendees

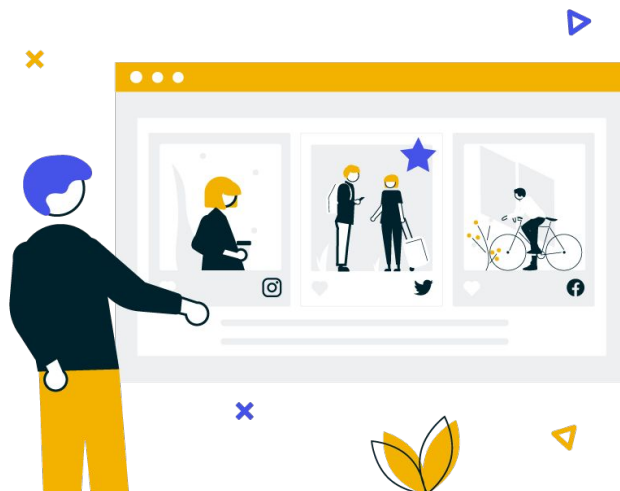
Encourage attendees to share their experiences or ask questions on a social wall.

Collect and display the content that they are sharing on various social media channels and enable them to easily follow what everyone is saying online via the social wall that you've embedded on your website or event platform.



Kafka summit social wall with integrated photo booth (detailed example on page 28)

A social wall is good for sponsors as well. You can offer your event sponsors prominent placement, for example, by using the Walls.io Sponsored Tiles feature that creates advertising space on your social wall.



Social walls are pretty easy to set up, but as with all tech, it's still important to run a hardware test before your event starts. Make sure everything is functioning perfectly to avoid embarrassing mishaps during the event.

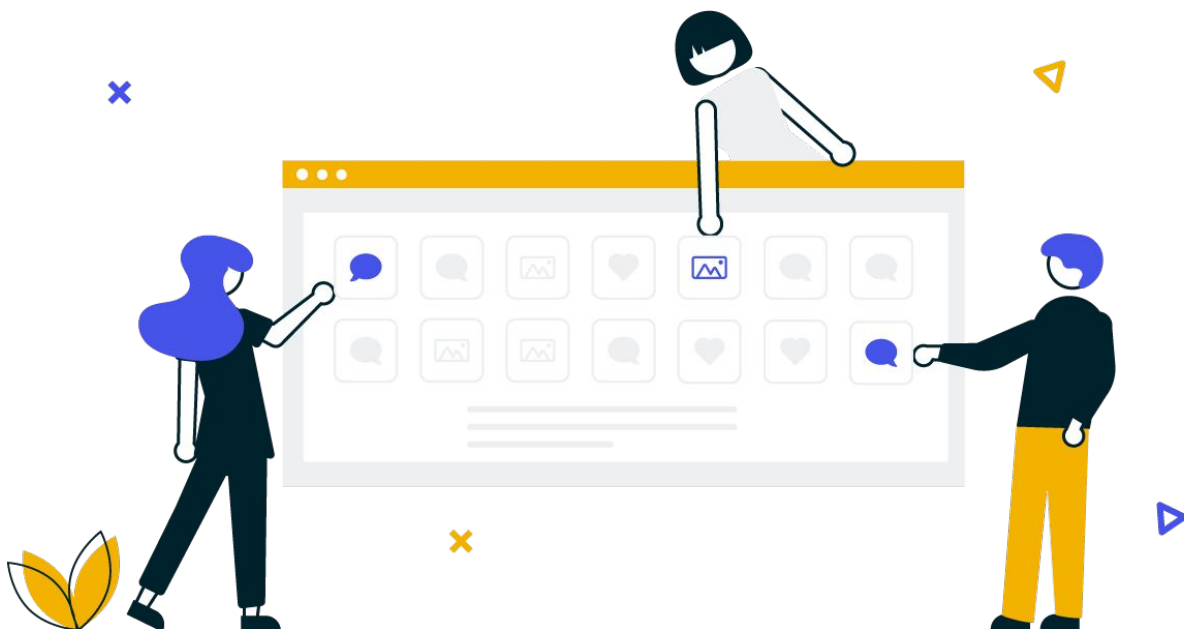
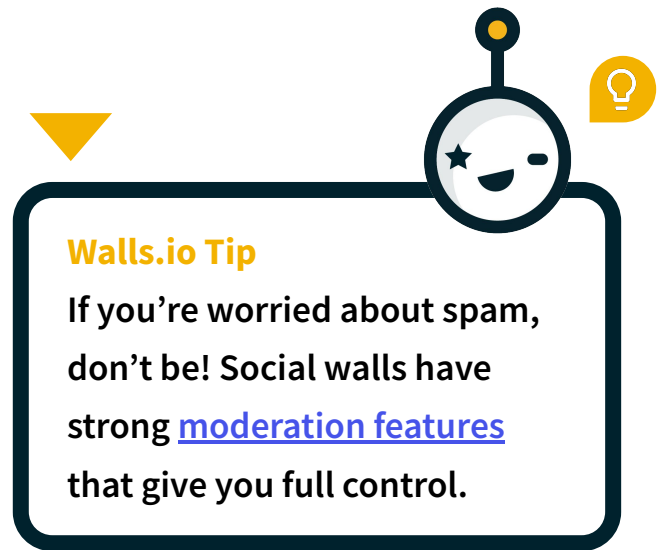
If your attendees don't use social media or if they have privacy concerns, they can still contribute to your social wall using Direct Posts. It's easy. They can just scan a QR code and upload photos or messages directly on your social wall.



Walls.io Tip
A social wall at an event is like a campfire. It encourages conversation and connection. Manage the posts that show up on the wall using live moderation during the event.

The benefits of using a social wall

1. Attendees can talk to each other without disturbing the live stream in any way. They can post photos of themselves, and this way speakers get to see them as well.
2. You can take audience questions using hashtags which will then show up on the wall for everyone to see.
3. You can use it to play icebreaker games, and people can start conversations and network with other attendees.
4. Use your social wall to promote your event and build buzz. Hashtags also help you gain reach, putting your event in front of users who might not have known about it before. That, in turn, can help you build interest and sell tickets.
5. Give attendees the spotlight: Your attendees will love seeing their posts pop up on the social wall, and they will use the event's hashtag or upload messages directly to see their content displayed in real-time.



Engagement strategy after the event

You know the saying “after the event is before the event”, right? When your event is over, you’re probably already thinking about what you can do to make the next event a success. And a big part of that is putting everything you learned at your last event to good use.

Don’t forget to thank everyone

A happy attendee will likely share their experience with their colleagues or their social media network after the event. Make sure that you ask for their feedback and, most importantly, thank everyone for their participation.

Recap the event

A good thing to do after each event is to write a recap of it. You can do this as a blog post and then share it on social media using your hashtag. This way, everyone who was already following the hashtag and your event will see it, and it will show up on your social wall as well.

Your recap is where all the statements you collected during the event come in super handy. Weave the best video clips, attendee statements and social media posts into your blog post using a social media wall embed. And, of course, add the most atmospheric photos from your event as well.

Whether it’s on social media or in a blog post — recap your event to keep engaging people once the event is over.

Another great way to recap an event is to simply reshare the best posts that people posted on your social wall. It shows some appreciation for your attendees and followers and gives others an impression of what people are saying about your event.



“

Expert Tip

“No matter if you are preparing a virtual or hybrid event or an in-person gathering – don’t forget to go the extra mile and thank all the people who have attended your talk, your webinar, your meetup. After all, the most valuable asset we can share with others is our time, so a tiny goodie or a “Thank You” note can give your event that personal touch we are all missing in this weird pandemic time.”

[Amra Dedic, Communication and Event Manager at Lexogen GmbH](#)

Keep things running

You may be tempted to immediately take your event landing page and your social wall down after the event is over but hold off on that. People often keep posting even after an event is over, and those posts will populate your social wall and keep your website interesting.

If you don't want to write an entire blog post, you can also post recap snippets directly on social media. Post video clips of interviews with attendees, or combine little quotes from their statements with the portrait pics you took. Ideally, tag the interviewee's profile as well.



Walls.io Tip


Your social wall and landing page can help you sell your next event to future sponsors. It's also convenient to have something you can show to potential future sponsors. They can see the successful event you set up and check out all the posts on the social wall to see what attendees said about it.

Start thinking about your next event

When you're ready to start planning your next event, a review of your last event can be very helpful. You can check what went well and what didn't and optimize accordingly for the future.

And, of course, you can easily reuse your social media wall for the next event. All you have to do is update your hashtag and start promoting it again. Consider whether you want to keep using the same hashtag for each event or if you'd rather use a new one.

Both options can make sense, depending on your brand. For some events, it's great if you can scroll through a hashtag and find consecutive years of the same event collected in one place. For others, it makes more sense to add a number for each year at the end of the hashtag and change it every year: #eventhashtag21, #eventhashtag22, and so on.



Walls.io Tip

You can also use images from previous events to create teasers on social media using your hashtag. Seeing how great your last event was will incite previous and potential attendees to book their tickets.



How Brands Run Engaging Events

Featuring Cisco, S&P Global, Rotary Club, BMW Group, Google
and many other international brands.



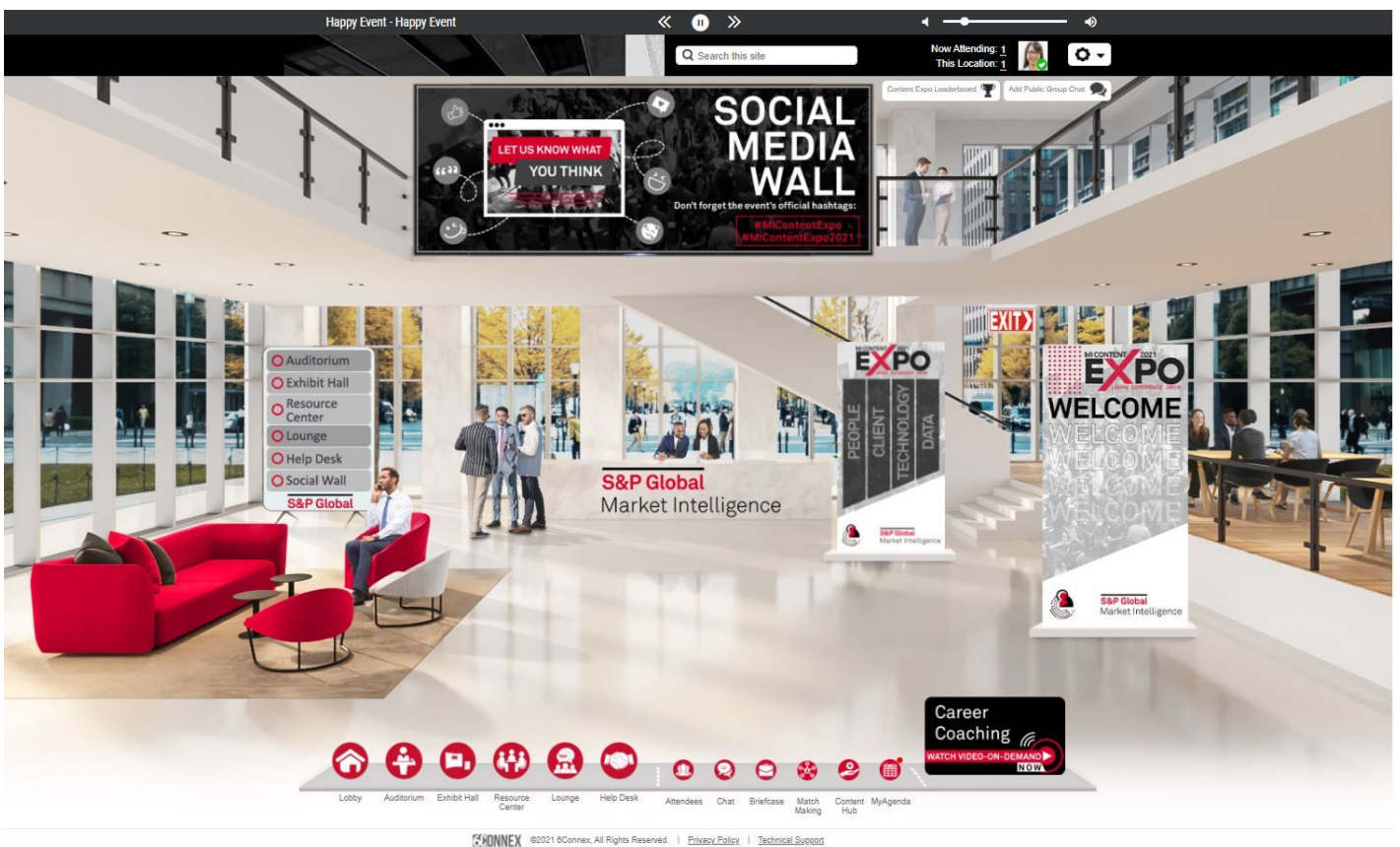
How S&P Global engages attendees during internal events

If you're running an internal event and want people to post to and communicate via a social wall, you may find yourself facing privacy concerns. For social media posts to show up on a social wall, they have to be posted publicly, which can breach privacy laws in some companies. It can be tough to navigate, especially in large companies with strict social media rules.

Luckily, social media isn't the only way to collect attendee-generated content. S&P Global Market Intelligence put a social wall with Direct Posts in place for MI Content Expo, a large-scale internal event with around 5,000 attendees. The wall was integrated into a virtual event platform and combined with a photo booth.

We wanted to know more about how a social wall with Direct Posts helped S&P Global create a successful, multi-day internal virtual event for their employees. So, we jumped at the chance to ask Karina Factora (Senior Manager at S&P Global) and Kristina Thomas (Senior Social Media Strategist at S&P Global Market Intelligence) some questions.

Read the full interview on our blog: <https://blog.walls.io/showcases/direct-posts-feature-spglobal/>



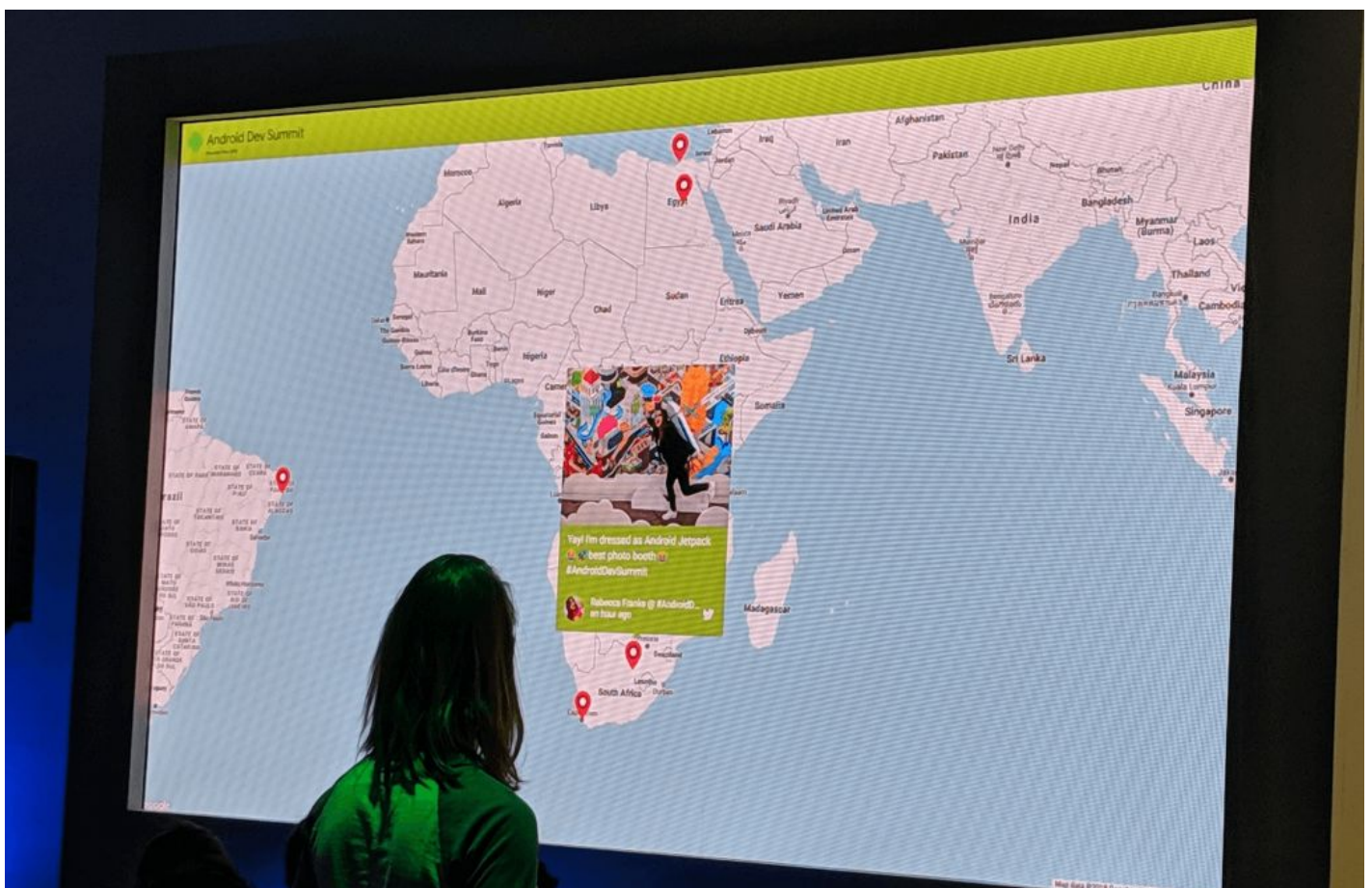
How Google uses social walls at their large-scale hybrid events

Google has been using social media walls for some of its large-scale international events. They set up huge on-site displays and incorporated real-time social streams into their live streams.

Let's look at the four hybrid events, which happened in considerably quick succession: Firebase Summit, Android Dev Summit, Chrome Dev Summit and Flutter Live. Google set up one or multiple social media feeds for each of these events, giving us great insights into the many ways you can use social feeds at an event.

Seeing the social media posts pop up on the geographical map is always really exciting and delighted the attendees, especially with those tuning into the live stream from far-away locations.

Read more about the way Google used social walls to engage their global audience at various events: <https://blog.walls.io/usecase/social-media-for-events-a-la-google/>



How BMW Group engages employees during team events

BMW Group Germany used a physical Twitter display to engage employees participating in the “BMW Working Out Loud Conference” (#BMWVOLCON).

Working Out Loud is an initiative that aims to improve the quality of work by encouraging people to share work in progress with a relevant community. The idea is to get input from and collaborate with the community, as well as learn from each other’s processes and solutions.

We talked to Fabian Bayer, Digital Specialist at the BMW Group Germany to find out what the event entailed and how BMW Group used the hashtag to add an engagement dimension to the event.

Read the full interview: <https://blog.walls.io/showcases/live-social-media-feed-for-events/>



How Rotary gets attendees excited during events

Rotary clubs go back more than 100 years. But its long history is not in the least keeping the international organization from adopting new technologies.

Rotary clubs around the world have begun using social media to make their events more engaging for attendees and speakers alike. And many have embraced social walls as well — among them Rotary Pacific Northwest.

We talked to Michelle O'Brien, Public Image Coordinator for Rotary Zone 24W, about how Rotary Pacific Northwest has been using social media to engage its members during events throughout the year.

Read the full interview: <https://blog.walls.io/showcases/rotary-club-social-walls-for-events/>



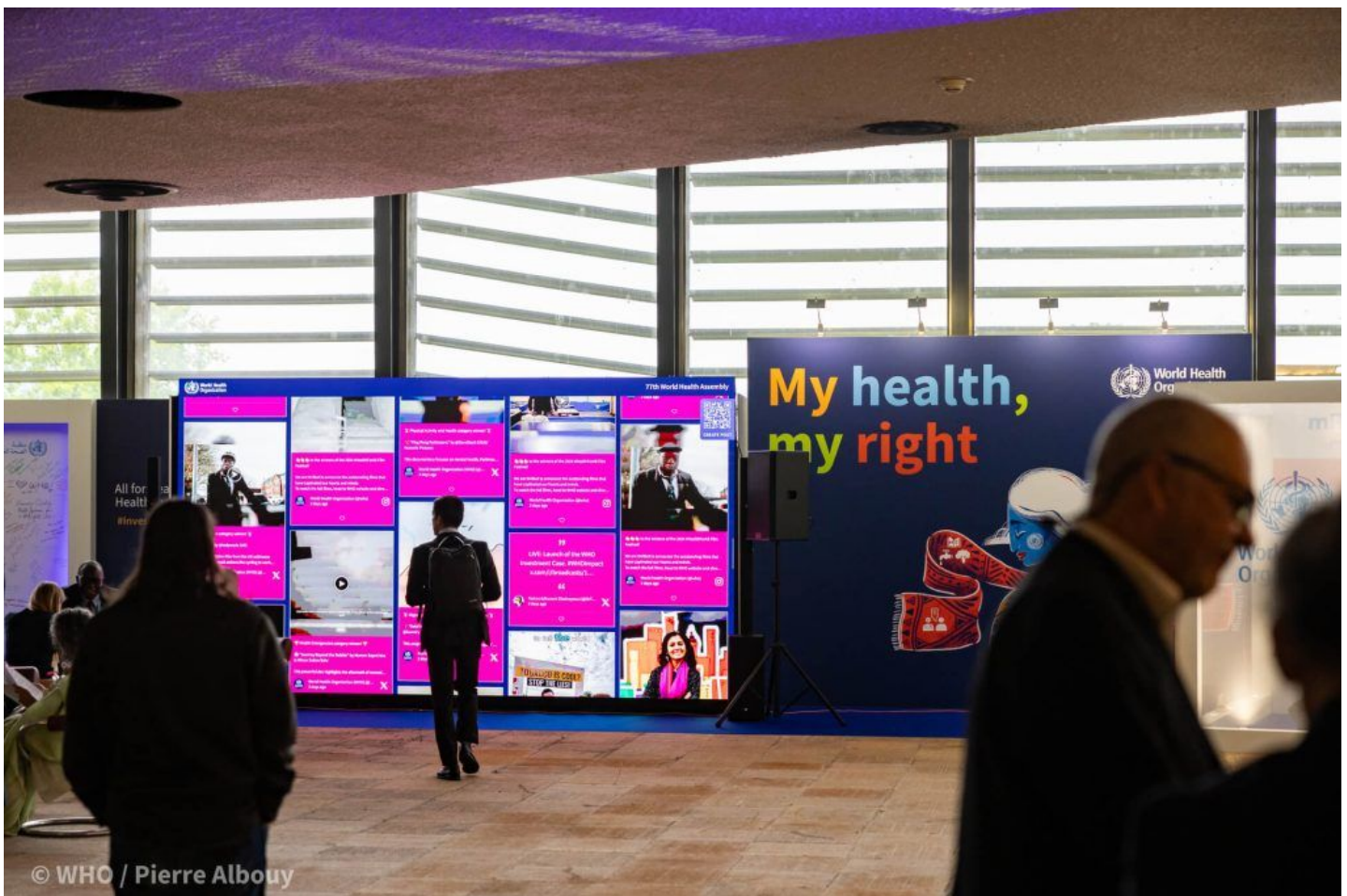
How WHO uses social media displays to engage attendees

Every year, all WHO Member States delegations come together to address current global health challenges, determine WHO's policies, and review the WHO budget. They use social walls to engage attendees at their large scale events. The social wall at the 77th World Health Assembly acted as a central hub for engagement. It was prominently displayed on a large digital screen at the venue.

We spoke with Giselle Miguens, Social Media Officer at the World Health Organization, to learn more about how WHO is leveraging social media displays for their annual assembly. We also inquired if they plan to go for a social wall hat trick next year.

Read more about their setup and how they engaged the audience:

<https://blog.walls.io/showcases/social-media-displays-at-the-world-health-assembly/>



© WHO / Pierre Albouy

How TEDx events around the world engage their communities

There's something pretty special about TED and TEDx events in that the audience and target group are extremely engaged on social media. The conversation online naturally supplements the happenings and talks on stage.

Social walls are an organic addition to social media-heavy events. They spark conversations and make it easy for people to share ideas. They are also a great way to make people who can't attend an event feel included and give them a chance to participate.

We talked to Mathias Haas, the organizer of TEDxDonauinsel and the TEDxFreiburg founders Tobias and Gabriel Brüser to learn about how they encourage audience participation during their events.

Read the full interviews: <https://blog.walls.io/showcases/tedx-events-social-wall/>



How Europe's biggest marketing event DMEXCO connects their attendees

Sandvik Coromant, a leader in manufacturing tools and systems, faced the challenge of engaging its widespread workforce. Elena Kelly, the Employer Branding Manager, led an initiative to unite employees using Walls.io.

They used Walls.io on large screens called “World Windows” in different offices. Employees uploaded pictures with the new logo and merchandise, creating a global loop of excitement.

They were so happy with the experience that Walls.io became a staple for global events like International Women's Day, World Day for Safety and Health at Work, and the Ugly Christmas Sweater competition.

Read the full interview: <https://blog.walls.io/showcases/sandvik-coromant-employee-engagement/>



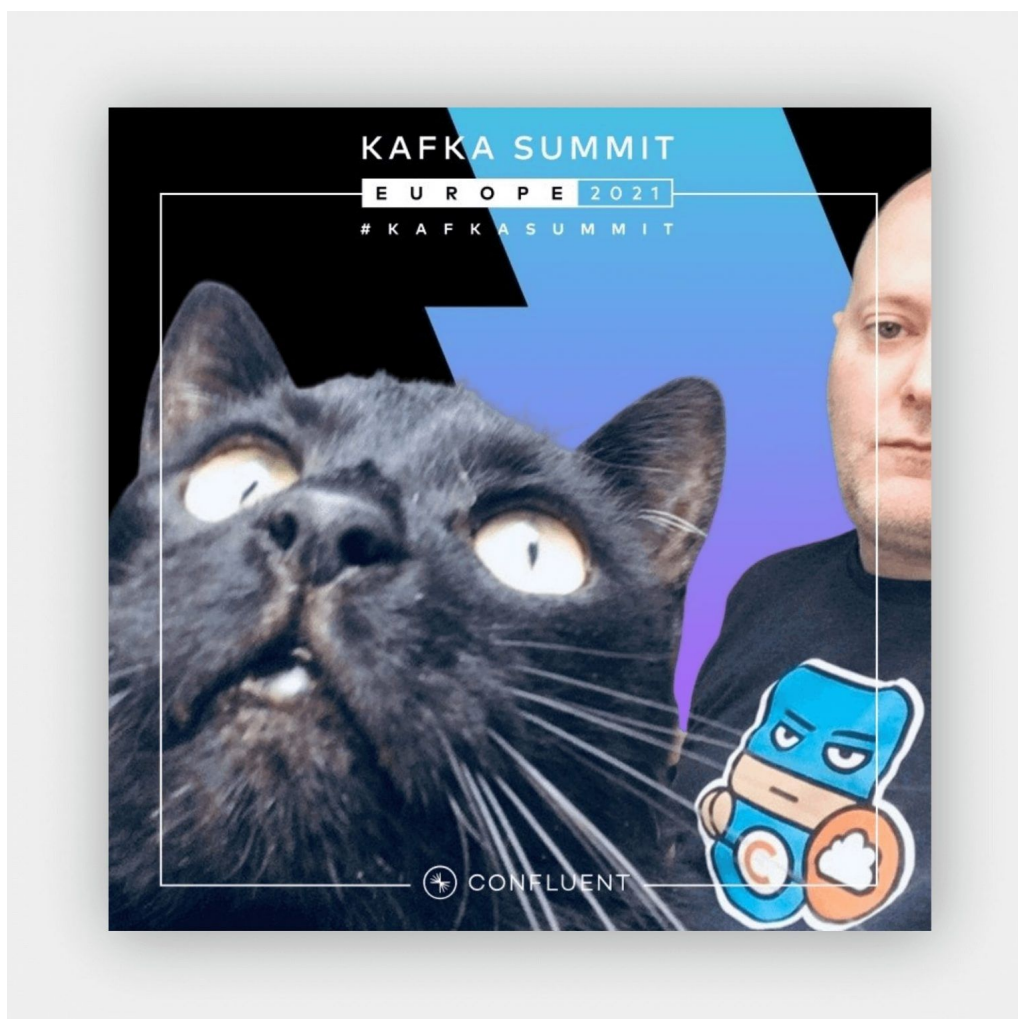
How the Kafka Summit engages programmers & DevOps professionals

For over six years, Kafka Summit has been bringing together developers, data architects, engineers, and DevOps professionals to discuss the state of the event streaming technologies. In 2021, three separate events took place for the EU, APAC, and the Americas, with a combined attendance of 55,000+.

Since this event brought the Apache Kafka community together, it was necessary to implement some fun elements. The organizers decided to use Snapbar for a photo booth and Walls.io to display attendees' photos in a section of the platform called Get Social.

We talked to Will Hansen, VP of Global Events at eventi Productions, about how they engaged the developer community using a photo booth and a social wall during their virtual events.

Read the full interview: <https://blog.walls.io/showcases/social-wall-photo-booth-integration/>



 FutureOfData
14 weeks ago

Check out my Kafka Summit EU 2021 photo! #kafkasummit #streamingselfie share.vbooth.co/Snapbar/2021-0... #kafkasummit #streamingselfie



Share this post    

How Cisco engages 8000+ employees, in 22 locations, spread over 7 time zones

Cisco used a live social media map to center their social media efforts for one of their biggest global leadership events. Twitter posts popped up from all over the world connecting people.

We wanted to know more about their process and how hashtags and social walls help them run the day-to-day on- and off-campus. So we had a chat with Kaylee Sullivan, the Community & Content Marketing Manager at Champlain College.

Read the full interview:

<https://blog.walls.io/showcases/champlain-college-social-media-communication/>



How Champlain College engages students and parents during virtual events

Champlain College has been intensifying their social media presence throughout the pandemic. They set up hashtags for the different graduation and orientation events that they organized, adapted and managed to engage the student community even virtually.

When the students came back to the campus, they continued using hashtags to keep the conversation going and make the happy moments they collected from events also available to those who could not make it.

We wanted to know more about their process and how hashtags and social walls help them run the day-to-day on- and off-campus. So we had a chat with Kaylee Sullivan, the Community & Content Marketing Manager at Champlain College.

Read the full interview:

<https://blog.walls.io/showcases/champlain-college-social-media-communication/>

Use #ChampVisit to be featured!



Excellent Summer Open House! Thank you.
#ChampVisit

Tracey Bubas Turgeon
5 days ago



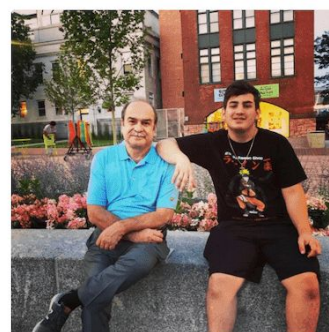
👋 Takeover alert! Are you familiar with our Women's and Gender Center (WGC)? 🌈 Do you want to learn about all of the awesome programming, events, and education that the Center provides to our campus commu...

Instagram User
5 days ago



Burlington, Vermont #champlaincollege
#freshmanyear #collegelife

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Burlington, Vermont #champlaincollege
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#freshmanyear #collegelife

Instagram User
6 days ago



Burlington, Vermont #champlaincollege
#freshmanyear #collegelife



I have officially entered the world of college tours! Fun & beautiful Burlington,VT was a great place to start! #champlaincollege

How Insperity Uses Walls.io to Connect 4,500 Employees

Insperity, one of the most robust and flexible suits of HR solutions on the US market, faced this challenge while organizing their annual Fall Kickoff event for 4,500 employees across 18 locations. To bring onsite and virtual teams together, they introduced a social wall.

During the event, Insperity used Direct Posts and social media aggregation, with QR codes making it easy for everyone to participate. They collected over 800 posts from 18 event locations and virtual participants into one feed, fostering connection, enhancing engagement, and elevating the event experience.

We had the pleasure of speaking with Emily Quick, Event Program Specialist at Insperity, to explore their corporate event strategy and discover how social walls have become an integral part of their approach.

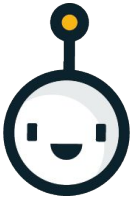
Read the full interview: <https://blog.walls.io/showcases/insperity-internal-event-engagement/>



Make your event a success by creating a great experience

A solid event engagement strategy involves a lot of work, a lot of big and small tasks that are easily forgotten. You need to be well-organized to make sure everything goes well. And even then, mistakes happen. It is completely normal for things to go wrong, and you should never let that freak you out. If you're giving your best, people will notice and appreciate it.

Through all this, it is important to remember that your event should primarily be an experience that your attendees truly enjoy. Create a great program. Plan your schedule well. And always make room for communication, both offline and online, and listen to what people have to say.



Get a social wall and engage your attendees before, during and after the event. Walls.io helps you make everyone feel like they are seen and have a voice.

[GET YOUR SOCIAL WALL](#)



Bonus

Event Marketing Resources

Featuring Cisco, Ferrari, WHO, BMW Group, Google and many other international brands.



Event Marketing YouTube Channels

[Elevate Experiences](#)

Elevate Experiences is a people-first brand experience agency with a passion for lifting others to the next level. Whether you are planning an event, big or small, this channel offers helpful tips and tricks to plan the best events. Their focus is to turn attendees into raving fans of your brand.

[Markletic – B2B Marketing](#)

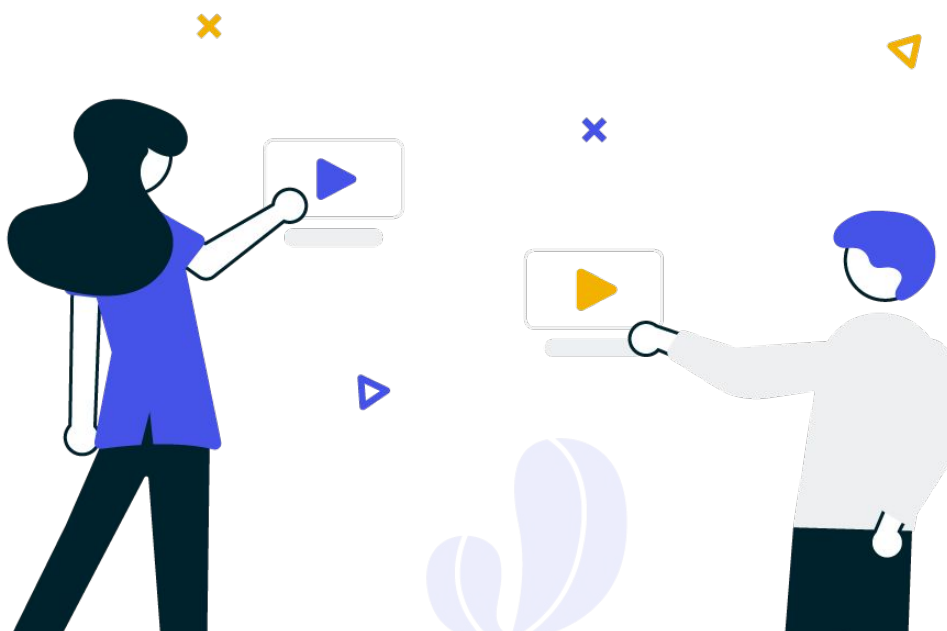
Markletic focuses on sharing actionable strategies for B2B marketing. This channel offers a dedicated [event marketing playlist](#) that includes tips to perfect your event marketing plan or the best ways to promote your virtual event, among many other helpful videos.

[Event Planning Blueprint](#)

Event planner Melanie Woodward founded Event Planning Blueprint as a result of her event planning business. She has planned events worldwide, worked with celebrities and sports professionals, and managed multi-million dollar events. This channel will help you save time and money, and it will provide you with event planning knowledge from years of experience in the business.

[Miss Event Planner](#)

Miss Event Planner publishes mainly tutorials regarding party and event decor, just like entrepreneurial advice. Taylor, the channel's founder, focuses on empowering women to start their own event planning business and has created a selection of videos and printable to do so. Among her most helpful videos, you can find [How to become an Event Planner](#) and [Top 3 PROS and CONS of Being an Event Planner](#).



Event Marketing Blogs

[Walls.io Blog](#)

Stay ahead in the event industry with the Walls.io blog, packed with expert insights, creative event marketing strategies, and real-world case studies to help you boost engagement. Discover how user-generated content, social walls, and interactive experiences can elevate your events and captivate your audience.

[Endless Events](#)

Endless Events is an event production company that helps planners produce in-person, virtual, and hybrid events. They call themselves “the Einsteins of events” and share a bunch of information about the event world. Their blog features helpful articles, such as [a guide](#) to choosing a hybrid event venue, [event video storage](#), the [human-centric future of events](#) and much more.

[Eventtia Blog](#)

Eventtia is an in-person and online event platform that empowers marketers to grow their business. Their blog is well-equipped with helpful guides and articles about the event scene. Some of my favorite picks from their blog are guides on designing [communication strategies](#) for events and [types of online events](#) that help you build a community.

[Eventbrite Blog](#)

Eventbrite is an event management and ticketing website. On their blog, you’ll find valuable content regarding [event pricing](#), [attendance](#) and even [venue risk assessment](#).

[The Event Experience Blog](#)

The Bizzabo blog is a must-read for event professionals looking to stay on top of industry trends, best practices, and innovative event strategies. From hybrid event insights to cutting-edge engagement techniques, it’s packed with valuable content to help you create unforgettable experiences.

[vFairs Blog](#)

vFairs is a virtual conference platform that gives you all the tools you need to host a successful virtual event. The vFairs blog is stacked with essential content for event marketers. They offer articles, case studies, and even infographics. Some good articles to check out are [Features to Use at a Hybrid Conference](#) and [Virtual Icebreaker and Team-Building Ideas for Remote Teams](#).

Social Media Engagement Checklist

- ❑ **Create a hashtag** and promote it through printed materials, social media, email marketing
- ❑ **Incentivise fans to use your hashtag** by offering competitions, raffles and appealing prizes
- ❑ **Update your social media profiles** and share useful information about the event.
- ❑ **Post highlights from past events** (videos, photos, other visuals)
- ❑ **Ask speakers to share info about their talk** using your official hashtag
- ❑ **Create a poll on Facebook** to engage with followers
- ❑ Designate tactical team members to **monitor your social channels and engage with attendees**
- ❑ **Set up a social wall** to track the hashtag and collect all the speaker and attendee-generated content before, during and after the event
- ❑ **Set up an event live stream** and integrate your social wall
- ❑ **Show appreciation** by retweeting and resharing the best posts using your own social media accounts
- ❑ **Embed a social wall on your event landing page** and encourage attendees to share their highlights
- ❑ **Repost photos from the event** and ask people to share theirs

For a step-by-step guide to hashtag campaigns download our ebook:
[The Complete Guide to Hashtag Campaigns](#)



Imprint

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