



# WHY EVENTS ARE SOCIAL CURRENCY

**Kristen Goldup presents a compelling and insightful presentation on how the landscape of events has changed dramatically in just five years. No longer are we just having meaningful social conversations in person with one another at an event, but we are now socialising 'offline and online' simultaneously at events.**

The presentation will cover the new psychology for attending events and why this is good news for event organisers, and how they can capitalise on it.

Attendees will leave the session with a deeper understanding of the new events landscape, a clear understanding of the role social media plays in the events industry and several new ideas on how to improve their event experience, brand and revenues.

## **In one hour you will learn:**

- How events have changed in just five years
- The motivating factors today for attending an event
- Pre-event publicity tips to generate buzz around your event
- How to leverage sponsors and event partners
- The positive impact social media has on events
- How to harness social media at the event
- Why some events sell loads of tickets and others don't
- How to really sell your event
- Ticketing Trends
- Free marketing tips and tools
- How to sell tickets 24/7 using 3 sales channels



## **FOR BOOKINGS**

**Contact Kristen Goldup**  
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