

PLANNING FOR YOUR TWEETWALL - AT A GLANCE

As you design a TweetWall, there are a number of different things to consider. These options help you to personalize your TweetWall to meet your individual TweetWall need and help ensure successful TweetWall use.

1. CHOOSE AN ANIMATION

An animation is the way in which you display Tweets. You may choose from our standard animations or design your own animation through our Tailor Made services to meet your individual needs.

2. DESIGN YOUR BACKGROUND

Determine the level of customisation required. Do you want to simply change the background color? Do you want to integrate a logo? Do you want to fully customize the background?

3. IDENTIFY HASHTAGS

Tweets are displayed based on designated hashtags. A hashtag is a keyword that allows you to gather all the Tweets related to your event on your TweetWall. A short unique hashtag works best.

4. DETERMINE YOUR ANNOUNCEMENT

TweetWall Pro offers an announcement feature to allow you to communicate messages. You can communicate your hashtag, announce special events/speakers, welcome attendees, etc.

5. DESIGNATE HIGHLIGHTS

TweetWall pro offers a highlighting feature to allow you to call special attention to key Twitter Users. You may choose to highlight event speakers and/or your own event or brand Twitter handles.

6. DETERMINE SPONSORSHIP INTEGRATION

Different levels of sponsorship integration are available to help communicate brand messages or increase sponsorship revenue, such as logo integration, advertising opportunities and highlight features.

7. DETERMINE YOUR LEVEL OF MODERATION

TweetWall Pro offers two levels of Moderation to filter Tweets: Automatic and Manual Moderation.

8. DETERMINE IF SPECIAL FEATURES WOULD BE USEFUL

To provide an even more engaging TweetWall experience extra features such as SMS Integration, VIP Support, Contests, Voting, Battles, Leaderboards, TweetGraph may be used.

9. ORGANIZE YOUR EQUIPMENT

Basic equipment is required for a TweetWall: Screen/projector, VGA or HDMI cable, Laptop with Flash enabled browser, and an additional device for moderation.

10. ENSURE INTERNET CONNECTIVITY

Internet access is essential for running a TweetWall, as the software is delivered via the web. To ensure the best connection we recommend a wired connection.

11. PREPARE YOUR ATTENDEES

Prior to the event, promote your hashtag as much as possible to generate buzz. Communicate the hashtag via your website, social networks, newsletters, and any other relevant marketing collateral.

12. FOLLOWING YOUR EVENT, MAXIMISE YOUR ROI WITH YOUR REPORTS

Comprehensive reports are provided following the completion of your session, to further consumer engagement and analyse event activity.