## Tweet Wall Pro

## Chicago Council on Global Affairs



« We used TweetWall Pro at The Chicago Council on Global Affairs' third annual Global Agriculture and Food Security Symposium, 'Advancing Food and Nutrition Security at the 2012 G8 Summit' in Washington D.C. on May 18, 2012. President Barack Obama, Secretary Clinton, Bono, and African and G8 leaders convened at our day-long symposium to announce the G8's New Alliance for Food and Nutrition Security.»

We were very satisfied with the service provided by TweetWall Pro. It was our first time using a TweetWall, and we were not very familiar with our event venue. After seeing the wall displayed for the first time, we needed to make some last minute changes; the TweetWall Pro staff was extremely responsive and very helpful.

«The conversation on the TweetWall was very lively. Many of our event attendees, partner organizations, and corporate and foundation sponsors participated by using #globalag.»

«Tweets ranged from comments on speaker remarks, to information on related announcements, to pictures from the event.»

«We mostly used the moderation feature to reduce some of the retweets so we were not showing the same content over and over.»



Chicago Council on Global Affairs Samantha SKINNER Director, Marketing and Communications



## Why TweetWall Pro?

We chose TweetWall Pro because of the option to customize the TweetWall, to add polling, and to track participation. We were most impressed with the responsiveness of the staff and their eagerness to help make our event a great success.

We will likely use TweetWall Pro again in the future. We organize about 150 events per year, and I'm sure we'll want to feature a TweetWall again. The TweetWall encourages social media conversations about our organization and events, helping us reach a much wider audience and enhancing our brand awareness.

## CONTACT -