

Community Engagement Campaign

Objective: Foster community engagement and interaction before the event.

Target Audience: Registered attendees, sports communities.

Channels:

- Social media groups
- Forums
- Event app

Key Message: "Connect with fellow attendees and start the conversation now!"

Details: Encouraging attendees to join online communities and forums, this campaign will create a space for networking and discussion prior to the event. The event app will also feature discussion boards and group chats.

Possible

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How to join: To access the online communities and forums, you need to register for the event and download the event app. Once you have the app, you can browse the different topics and groups that interest you and join them with a click. You can also create your own groups and invite others to join.

Why join: By joining the online communities and forums, you can connect with other attendees who share your interests, goals, or challenges. You can exchange ideas, ask questions, get feedback, and learn from each other. You can also network and build relationships that can last beyond the event.

What's happening: So far, more than 500 attendees have joined the online communities and forums, and over 1,000 posts have been shared. The most popular topics are innovation, sustainability, and leadership. Some of the groups that have been created include Women in Business, Startups, and Social Impact. The event app also shows you the most active and trending discussions and groups, so you can stay updated and join the conversation.