

# Welcome to Pollen

## A new approach to digital PR for conferences and events

### **Pollen creates the right conditions to get online conversations going so that ideas and opinions travel as far and wide as possible.**

Up to now, most event organisers would make sure they had a photographer and maybe a video crew on hand to work with their PR team to feed content through to the media.

But the landscape is changing fast.

The old centralised, top-down approach to promoting an event is starting to look a bit past its sell by date.

Everyone's a photographer or video diarist now. Everyone's a PR now. It could even be said that everyone's the media now.

Fine. But how do we coordinate all this online energy in to something useful? How do we create the right conditions so that an event gains traction on the social web?

### **Why use Pollen for your event?**

Pollen generates all the conventional PR assets that would commonly be captured at an event – the pictures, words and video footage. But it also does a whole lot more: connecting participants to each other, knowledge sharing, plugging the event in to the real time web through live feeds, giving participants a reason to really participate.

### **Pollen**

- drives up delegate numbers, heightens anticipation of the event
- opens up your event to people who can't be there – particularly to key journalists, bloggers and stakeholders, as well as showcasing it to potential sponsors and partners for the next event
- creates buzz among attendees, heightens participation, enables collaboration between individuals
- positions your event as progressive and up to date with modern ways of working
- leaves a lasting legacy – outputs are permanently published, permanently embedded in to the online discourse.

## Pollen can work in two different ways:

### 1. Hands-off

You're aware that you need to make your upcoming event more social media friendly. You know it needs a good tweeting, youtubeing, blogging, facebooking, flickring... but you don't have the time or in-house resources to make it happen yourself.

- **Before the event** the Pollen team will ensure everything about your event is as social media-friendly as possible to drive attendance and heighten anticipation – for example making the most of your website, mobilising LinkedIn, using hashtags on Twitter, creating blogs for keynote speakers, facilitating knowledge sharing and online networking among attendees.
- **At the event** a Pollen social reporting crew will capture valuable content – pictures, video, words, surveys, data, presentations – and rapidly get it online in multiple formats that carry well on the internet winds. The Pollen on-site crew will also reach out face to face with people at the event (yes, really talk to them!) to make sure they are plugged in to do their own reporting and taking full advantage of all the social media services available at your event.
- **After the event** Pollen monitors the ripples of online noise coming out of the event, reporting back to you, making connections and facilitating further conversations to keep up the momentum.

### 2. Hands-on

You're aware that you need to make your upcoming event more social media friendly. But you don't want an outside company to just sweep in and sweep out again afterwards. You want to use this as an opportunity to develop your in-house social media skills, for people in your organisation to learn on the job so that in the future they can do as much as possible for themselves.

- **Before the event** the Pollen team will work collaboratively with your in-house team to produce a bespoke social media handling plan, which, together with specialist training and on-the-job coaching, will boost confidence and sharpen-up social media skills.
- **At the event** a Pollen social reporting crew will work side by side with your team to provide hands-on support capturing content from the event, optimising it and getting it uploaded and on its way.
- **After the event** Pollen will monitor noise from the event and run an evaluation 'wash-up' session with supplementary guidance and one on one support – our aim is for your in-house team to be ready to do the next event with minimal outside support.

Want to Pollinate  
your event?

For an initial discussion contact **Ben Caspersz** or **Simon Booth-Lucking** on **020 7403 0481**.

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