

FACEBOOK LIVE

Live video interview from Informa events broadcast via sponsor's Facebook page

Partner with Penton Technology to create your own live video event from within the conference using Facebook's powerful platform to connect live with customers and prospects.

SIMPLE DETAILS

End-to-end program manager who coordinates prep, promotion, production-readiness and reporting

Video

- Informa provides industry-expert moderator who collaborates with sponsor to prepare for interview
- Setup and production of 5-10 minute live video from dedicated space within conference
- Broadcast via sponsor's Facebook Page

Marketing/Promotion

- Creation of materials (e.g. ads, emails, social graphics/messages, etc.)
- Pre event (includes "Add to Calendar" link) and post event
- Native post, emails, newsletters, social posts,
- Facebook Audience Extension

