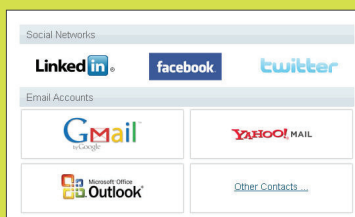




eventSocial creates a single social-networking destination for your event. With eventSocial, users can identify fellow attendees, connect directly with their contacts via email, and post to social networks such as Twitter, Facebook and LinkedIn. For event organizers, eventSocial increases interest in your event via increased social interaction among new and prospective attendees.

## HOW IT WORKS

Attendees select the online networks they wish to scan, including LinkedIn, Facebook, Twitter, Outlook, Gmail and Yahoo! Mail.



1. **eventSocial scans attendees' contacts** to determine if they are registered to attend, exhibit or speak your event.
2. Users can connect with registered participants via email and **invite those contacts not yet registered to attend** directly from the eventSocial interface.
3. Social network integration enables attendees to **follow your event's Twitter account, join your LinkedIn group and become your Facebook fan.**
4. In addition, attendees can **post personal status updates, tweets and wall comments** via the eventSocial interface.

**Step 2: Send your message:**  
The message below will be sent to the people you have selected above. Edit the text if you would like a more personalized message.

Your Name:

Your Email:

Your Message:

340 characters remaining

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**Other Actions**

See contacts who aren't registered:

Join the conversation:

Join this event's LinkedIn group:

Find more contacts:

## ADVANTAGES

- **Increase interest in your event** by facilitating word-of-mouth marketing.
- **Increase your viral reach** via event invitations sent by registered attendees.
- **Increase verification rates** via pre-show networking amongst registered attendees.
- **Increase followers and fans** for your event's social networking accounts.
- **Increase your insight** into attendees' social networking preferences.

