

Case Study: Top Level Meeting Planner

Situation:

This event company has long held a showcase for cutting-edge meeting and event technology for its network of independent event planners. During a recent show, they were spotlighting how to use Twitter within a meeting, as it was becoming a huge trend. Of course, this couldn't be done in a normal PowerPoint-present style way.

Solution:

The company emcee, and her co-host Eddie the Eagle used Twitter on stage to highlight how to use the technology. She communicated some of the confusion and concern that a lot of meeting planners were having at the time, while Eddie (being a bird and thus knowing about Tweeting) came to her aid.

Together, they explained things like hashtags, trends, handles and how to use live Twitter feeds at events. Eddie even demonstrated some of his Tweets, displaying them in a real-time scroll.

Results:

The emcee and Eddie addressed the topic with humor, charm and a little self-effacement. They were able to demonstrate the technology in a way that made the audience laugh, and overcome some of its initial misgivings and objections.