

how High Five put the FOMO in marketing

background

San Francisco has Silicon Valley. New York has Silicon Alley. Austin has South by Southwest. But what about Raleigh?

For non-locals, “The Triangle” might not be an immediately recognizable name, but it’s a thriving economic hub in North Carolina, nestled at the intersection of Raleigh, Durham, and Chapel Hill. Several years ago, organizers set out to bring the region some notoriety through the creation of the High Five Conference, which celebrates the intersection of creativity, marketing, and the digital experience. Momentum has already caught on – Forbes recently listed the two-day conference as a must-see event.

challenge

With so many conferences to choose from, organizers needed to make sure the High Five Conference had a strong value proposition and stood out from the noise. They considered traditional strategies implemented by other event marketers, such as promoted posts and word-of-mouth marketing. But High Five is no traditional conference. In the end, High Five founder Evan Carroll chose a different strategy: FOMO (commonly known as the “fear of missing out”).

“We wanted conference attendees to share their positive experiences and help spread awareness to those who weren’t at the event,” Evan said. “We wanted others to absolutely believe they missed out on a one-of-a-kind experience, and that they had to participate next time.”



15x ↑

User Generated Content surged by over 15x at this year’s conference

solution

High Five organizers decided to use Sprinklr's Command Center to drive user engagement by having attendees see and interact with real-time content from the event.

The team was also able to monitor and respond to social chatter immediately – increasing the likelihood that they could still manage conversations even if something went awry.

Lastly, High Five organizers experienced multiple efficiencies in event operations, as a result of easy setup.

DRIVING SOCIAL INTERACTION AND EVENT ENGAGEMENT

Last year, organizers relied solely on an event photographer to find the right content to display. This year, Sprinklr's Command Center pulled content directly from attendees in real time. This not only resulted in a wider range of photos to choose from, but also encouraged attendees to post about the event on social.

Sprinklr's Command Center allowed organizers to capture real-time digital information. Seeing live posts on massive screens encouraged attendees to post to social media because it gave them their chance in the limelight. Screens were positioned strategically in keynote speaker rooms, adjacent to the main stage, and in exhibit halls. This encouraged attendees to post about speakers during their keynote sessions too.

"The coolest thing I saw was when I stepped off the stage and looked at one of the monitors," Evan said. "There was a real-time photo post of me. People were sharing more because they saw their posts posted in real time. People were nudging each other and saying, 'Whoa! Hey look at that!' And that was pretty special."

By encouraging attendees to post about the conference, conference organizers were able to fulfill their goal of increasing the event's visibility on social media, resulting in 2,023 overall mentions from the event alone.

MITIGATING RISKS ASSOCIATED WITH REAL-TIME CONTENT

User-generated content presents major risks that must be adequately anticipated—especially when displayed in real time. If an influencer complains on social media using an event-specific hashtag, that post could potentially go viral and spark a social media crisis.

Sprinklr's Command Center minimizes that risk by building rules into the system to ensure that posts with negative sentiment never make it to the big screen.

During this year's conference, for example, event coordinators faced an enormous issue: lunch was late. With 450 hungry and agitated attendees, there was a huge risk that attendees would take to social media to vent their grievances. Luckily, the event coordinators didn't have to worry about the amplification of negative posts and could instead focus their efforts on getting food to attendees.

"Had we been using a different tool that had the potential to amplify negative sentiment, we might have not been so lucky," Evan said. "I can tell you from experience that standing in front of 450 hungry people telling them it'll be just a few minutes, is a scary experience."



"I didn't have to configure anything. It was hassle-free. With other tools, I would've spent a lot more time configuring, modifying, and pulling levers myself, which is something I do not have time for with events at this scale."

evan carroll

FOUNDER OF HIGH FIVE
MARKETING CONFERENCE

IMPROVING OPERATIONAL EFFICIENCIES

During last year's conference, Evan spent more than six hours configuring the former data visualization solution. Six hours is a lifetime-- especially for event coordinators who have so many other peripheral duties to attend to. During an event, every second matters.

"It was hassle-free," Evan said of Sprinklr's Command Center. "With other tools, I would've spent a lot more time configuring, modifying, and pulling levers myself, which is something I do not have time for with events at this scale."

Additionally, only 100 photos were collected from the entire conference last year. This year, with improved operational efficiencies, High Five's photographer was able to capture 1,600 photos to use in communications and marketing efforts for years to come.

results

For the first time in the history of the High Five conference, the team left with valuable data that will help them determine how well the event went and what improvements they can make going forward.

They know what their engagement rates were before, during, and after the event.

They know they had 2,023 total mentions, and are able to see where those posts came from, what channels they were posted on, and whether they were negative or positive.

By establishing a baseline for success, conference organizers now know how they can make High Five better and better each year. For example, organizers wanted to gauge how attendees perceived the keynote speakers, so they used a widget that ranked speakers by the number of mentions on social, which will greatly inform how speakers are chosen next year.

Evan and the High Five team achieved exactly what they set out to achieve—they instilled FOMO in the hearts of those that didn't get to attend this year's conference due to the increased usage of event hashtags. By using command centers to encourage interactions on social media, attendees' reach extended far beyond command center screens. Even after the event, the hashtags live on as footprints of High Five's social successes.

"The coolest thing I saw was right when I stepped off the stage and looked at one of the monitors, there was a real-time post of a photo of me – people were sharing more because they saw their posts were being posted in real-time. People were nudging each other kind of saying, 'Whoa! Hey look at that!' And that was special."

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