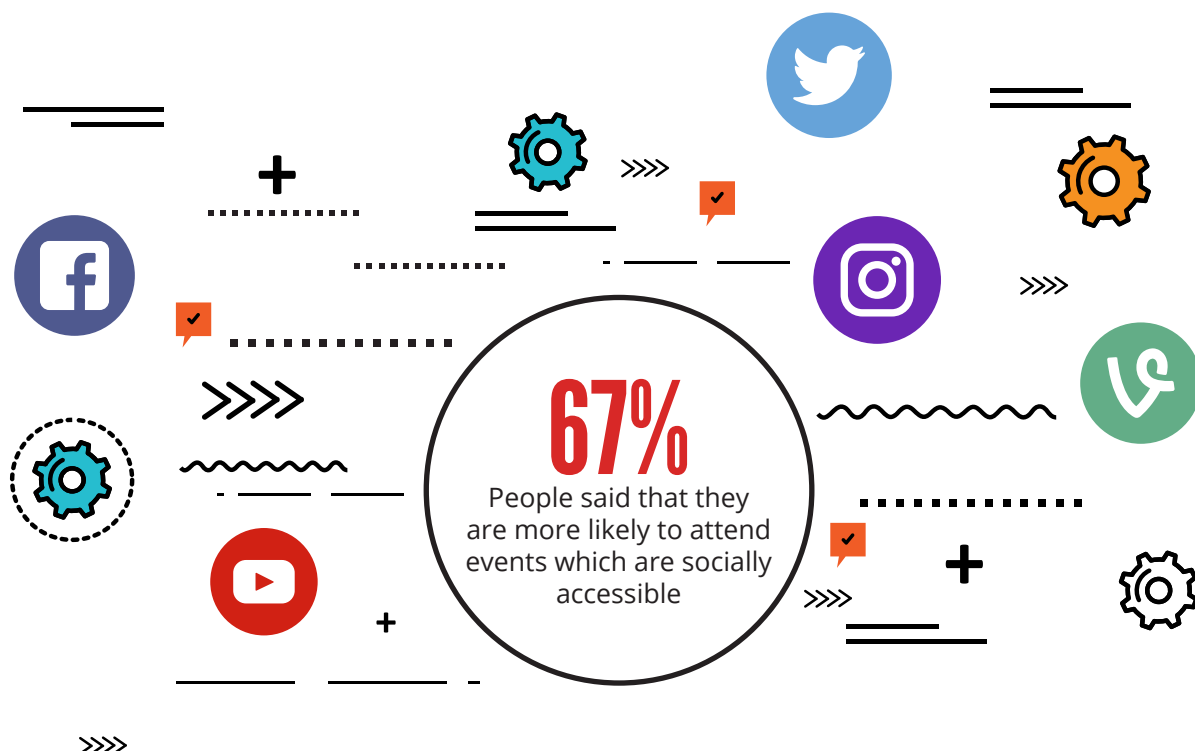# RAISING ENGAGEMENT FACTOR IN INDIA'S BIGGEST YOUTH EVENT

We deployed Social Wall at the Mind Rock's Youth Summit '16 in New Delhi and the response from the audience was phenomenal! Have a look at how we achieved **3x** the engagement with our Social Wall Service.

The last couple of years has seen burst in popularity of usage of social networks at a wide range of events. This is due to the fact that social media provides the ability to event planners for having efficient, interactive, and long-term relations with the attendees of the event. Social media is also a great way to increase visibility or publicity. Through the use of extended networks, you can reach thousands and even millions of people around the world.

67%
People said that they are more likely to attend events which are socially accessible

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Social walls are an evolution leveraging this concept of social networking which takes the digital signage and efficiently integrates it over social media networks like Twitter and Instagram, adding a layer of interactive participation. Being familiar with the importance of the concept, we have been delivering our clients with true custom solutions over this. Here we will talk about one of our satisfied clients with whom we worked recently.

On September 17, 2016, vibrant & dynamic youth from around the country congregated at India Today's Mind Rocks Youth Summit '16 for an open two-way interactive session with their star icons at the day-long event. It was held at Jawaharlal Nehru stadium, New Delhi. We presented a similar approach for this event with our Social Wall service where the aim was to create a platform for the audience so they can be engaged to keep the conversation flowing. We provided a digital display for real-time updating text posts, images or combination of both for the audience of the event to interact with. This helped create conversations and a community around a shared experience.
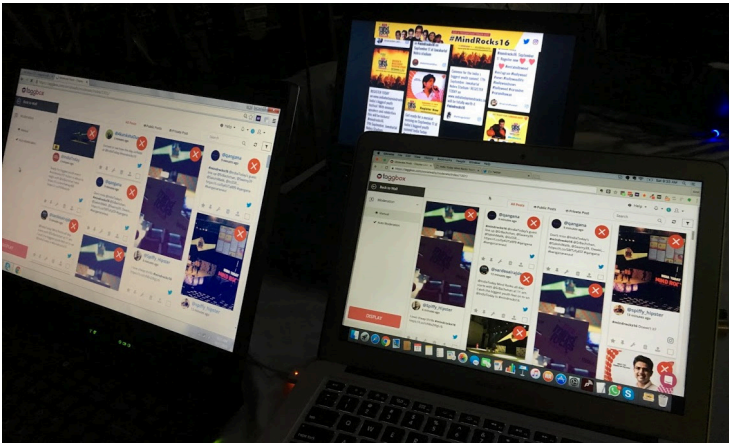

Audiences loved the gratification of seeing their pictures on the big screen

Better Engagement, Better Event Experience

Not only did it brought the distance down among the online and offline audience, it automatically improved the reach of the event. The excitement over sharing the posts and pictures were at new heights because of the gratification factor of watching them displayed on the big screen. This motivated audience present at the event location to post more. Features like comprehensive content management and profanity filter etc. helped bring the richest and quality content on the display. The number of posts as well as the quality of social media content resulted in better buzz and opportunity for the marketing content, expanding the potential to improve the event experience as a whole.

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#mindrocks16 में अमिताभ बच्चन से लेकर वरुण धवन का Dance Rocks
https://t.co/wcGB6aZPpJ @Varun_dvn

@MovieAajTak

A girl who makes me believe in feminism again. There is a man within every woman and woman within every man. #mindrocks16 #sakshimalik

@arpita.karwa

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