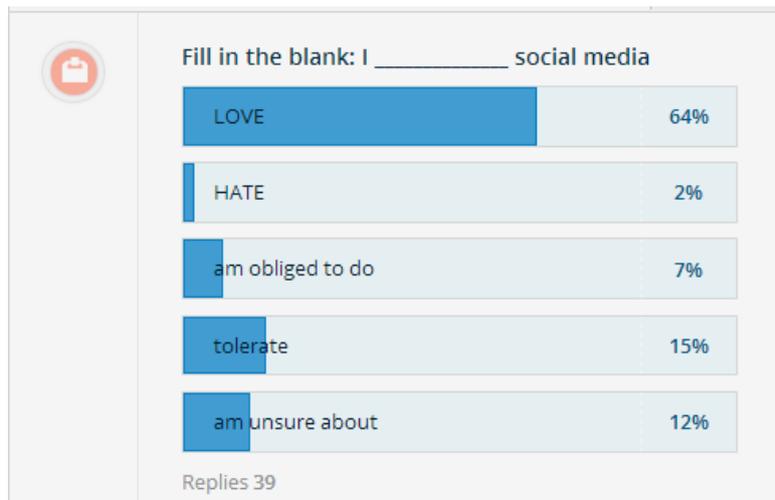


Feedback: The Power of Social Media conference, 20 February 2014



The ignite format is really interesting. I would be tempted to inverse the flow at a future event: first the ignites and then a larger “key-note” presentation. That could inspire any key-note speaker to deliver a short and snappy presentation. And it might engage the audience right from the start.

Also on Q&A maybe some time can be reserved for that after a set of ignites? The coffee break was good to chat with participants on the topics of the ignites. But the more intimate exchanges also means that a large group of people miss out on the information exchanged during chats. So maybe a quick round of roundtable questions, e.g. 10 minutes, from the ignitees to the igniters could be a future option?

If I may offer some feedback, I'd love to see more sessions dedicated to specific objectives (increasing page views or engaged time, reaching new audiences, cultivating communities, etc) or specific tools (chartbeat, Google analytics, Buffer, etc). It would be valuable to the more experienced comms people to move beyond the wider social media discussion ten years after the launch of Facebook.

A thoroughly enjoyable conference. Thank you so much for your enthusiastic organisation – it was great to be surrounded by people who know how to really use social to meet their needs - Carly Tyler, Communications, OECD tax directorate

It was a terrific event, well-paced, super content, and with wonderful people to reconnect with and to meet!

This was truly a great event. I've been talking about it to my colleagues all day.

Bravo Allison and Sean for spearheading and pulling together such a professionally organised and productive conference!

The OECD team and venue was exceptional. Program content hit the right notes and the speakers were undoubtedly experienced practitioners whose diversity provided some really good food for thought.

Really interesting line up. Thanks also for making it webcast, there are some bits I'll watch again. Fantastic work, shows how far we have come along with social media!

- **Would you come to another event like this?**

- Yes, absolutely **60%**
- Maybe, it depends **40%**
- No, never **0%**

• Replies **10**

- **What was your biggest take-away from the conference?**

- New ideas **40%**
- Networking **40%**
- Better understanding of specific tools **60%**
- Better understanding of social media in general **30%**
- Inspiration **30%**

• Replies **10**

- **Which sector do you represent?**

- Public sector **80%**
- Private sector **10%**
- Academia/Research **20%**
- Media **0%**
- Student **0%**

• Replies **10**

- **Gender: are you a**

- Woman **50%**
- Man **50%**

• Replies **10**

- **Age: are you**

- Above 40 **70%**
- Below 40 **30%**

• Replies **10**

- **What nationality are you?**



Replies **8**