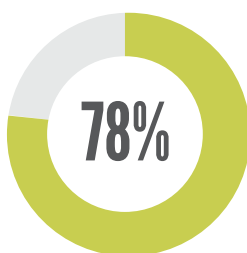# Social Media Week - Dubai

How Taggbox helped drive engagement and generate buzz through conversations in real time at Social Media Week Event in Dubai

Impact of "SOCIAL"

Social Media Week is a worldwide event which focuses on the impact of social media across social, cultural and economic spheres. SMW hosts conferences on six continents, including Europe, North America, South America, Africa, Australia and Asia. For the very first time, it marked its presence in the Middle East & hosted the conference in the city of Dubai. Big brands and names in Dubai Social Media industry like LinkedIn, Twitter, Hootsuite showed their presence in the conference.

Empowering the ENGAGEMENT

To help encourage attendees to share on social media, the hashtag was pushed with "Share with #SMWIDubai" tagline and event participants were driven to Tweet and post event more, increasing the brand exposure and conversation exponentially. It became fun and interactive experience for event-goers as everyone likes to get showcased on the big screen.

78%

People confirmed the positive impact of Social Media in business

@ **1.5x** *More Mentions*

2x *More Engagement*

2x *More Reach*

The mission of the event was to help people and organizations connect through collaboration, learning and the sharing of ideas and information. In light of that, we had the opportunity to work with the organizers and provide a digital platform for the attendees and non-attendees alike to share their thoughts, engage in conversations and spread the word around the social media network.

All the posts and photos which were posted with the hashtag #SMWIDubai in real-time were fetched from Twitter and Instagram and displayed on a big screen. All the posts were moderated at the back-end by our team so that no profanity and obscurity reaches the display.
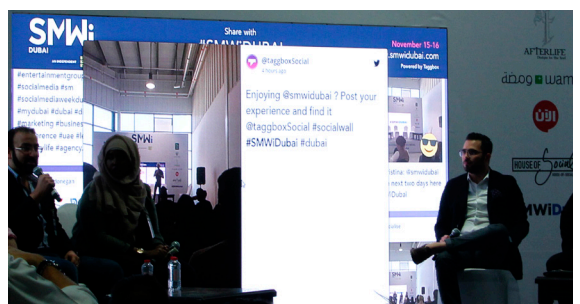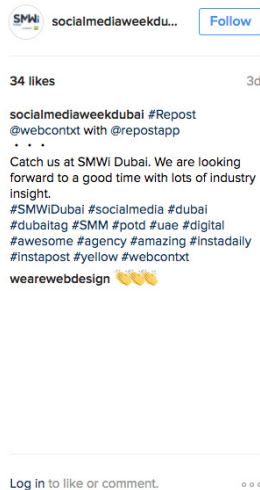
taggbox

People LOVED it

The response of the audience was phenomenal and social media wall at the event became a huge point of attraction and engagement for the attendees as well as the ones who were engaging the conversations online. It created a fully integrated approach increasing community engagement audience were connected with a global audience with similar interests, sparking new social connections, conversations, and community engagement.

Posts over Social Media Networks

Glimpses of the Event

taggbox @taggboxSocial · Nov 14
Hey folks, catch @taggboxSocial deploying amazing social wall
@smwidubai #SMWiDubai #taggbox #socialwall #dubai

taggbox Retweeted
Zine Arabia @ZineArabia · Nov 15
We're at #SMWiDubai!

taggbox

CATCH US AT
SMWi
DUBAI
AN INDEPENDENT SOCIAL MEDIA WEEK

taggboxsocial

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• • •
Catch us at the SMWi Dubai, the biggest
global conference. Let's get social!
#Taggbox #SMWiDubai #getsocial
#mydubai #smwidubai #dubaiblogger
#travelblogger #getsocialglobal
#socialmediaweek #agencylife
#marketingagency #dubaiagency
#marketing #branding #love #advertising
#design #socialmedia #media #pr #dubai
#uae #instagood #photooftheday
#business #leader #success #expert

palashtannan 👏

kopanomocwane Oh this sounds too
awesome, I have to be there to represent
my company #bossbabe #TKBCAgency

Log in to like or comment.   ○ ○ ○

SMWi
DUBAI
AN INDEPENDENT SOCIAL MEDIA WEEK