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INTRODUCTION



We represent the Dublin City Council. This council manages the city of Dublin and makes decisions for it.

We have chosen the building and construction sector in Ireland to do our event. Indeed, we saw that this sector is not in really good health, Ireland needs help and new investors.

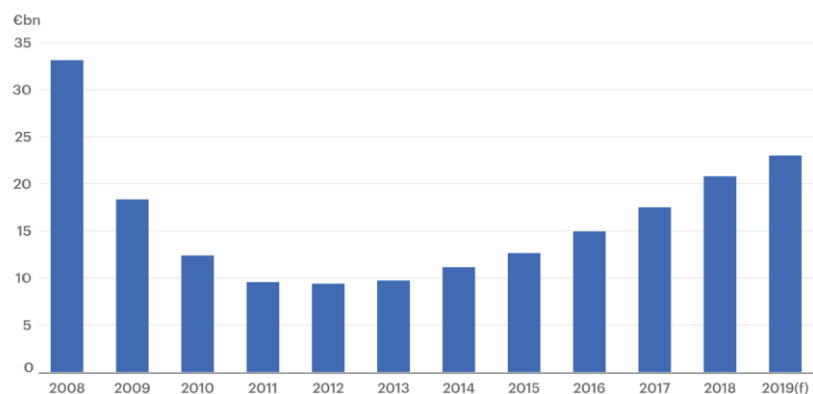
Dublin is very expensive when it comes to housing prices.

Moreover, in Dublin, there is a law that prohibits building at a certain height for keeping some cohesion in the skyline. There are construction sites everywhere, so Dublin appears to be in constant transformation.

The building sector is vital for the Irish economy, indeed it contributes to the economic growth of the country because it represents many jobs (7% of GDP in 2019). Nowadays, there are 144 000 employees in this sector, which represents a huge number.

The need of the population is increasing very fast and the building industry has to respond to these needs.

Value of construction output 2008–2019



Source: DKM/CSO/CIF/Linesight

Nowadays, the building and construction sector is knowing a growth or at least, a stabilization.

Innovation, new investors could be and seem to be the key of success.

50 000 housing expecting to be built until 2021. In 2016, in the aim to resolve the building crisis, an initiative was put in place “rebuilding Ireland”, the objective was to reduce the contrast between the need and the offer.

With the fall in property prices due to the 2008 crisis, the government reduced public investment and promoted private investment. The budget allocated to social housing thus increased to 80% between 2008 and 2013.

On the other hand, private investment is very dynamic: in Dublin, many large buildings have been built over the last twenty years.

According to one industry expert “The Irish prefer to invest their money in real estate rather than deposit it in the bank.”

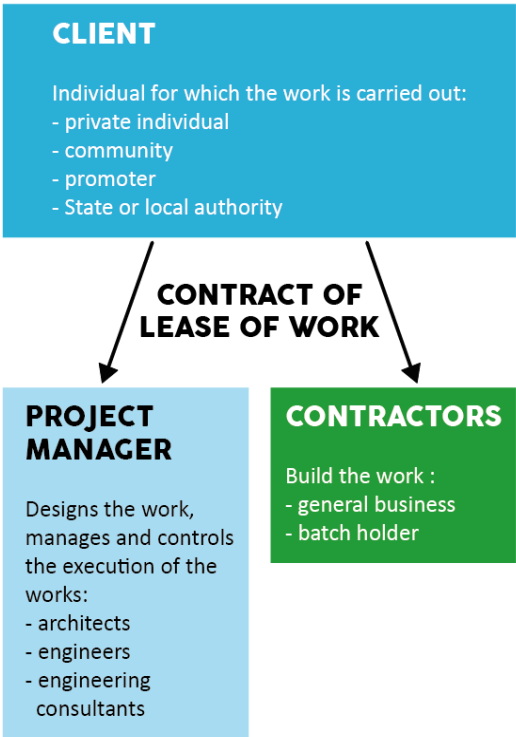
The rent prices are very high. For example, for one month in a student accommodation in Dublin it is around 1 000 €.

To close this introduction, we can say that since several years the building and construction sector in Ireland has known several difficulties, but it begins to see the end of these obstacles. Now, the issue is the lack of foreign investors to reduce the housing prices. So, we are going to present you our B2B event between Irish companies and potential foreign investors.

EVENT CONCEPT

To revitalize the building and construction sector in Ireland, we decided to make an event. It will take the form of a living real-estate exhibition. Exhibitors will be Irish clients, Irish project managers and Irish contractors. The target will be foreign investors, foreign builders and foreign contractors who wish to work through Irish estate agents. The aim is to attract news investors for this sector.

THE ACTORS OF THE BUILDING INDUSTRY



a) LOCATION

We decided to hold our event in Dublin, because it is the capital of Ireland and because it is the city with the greatest deficit in accommodation.

Why in Dublin ?

Ireland, and Dublin is easily accessible thanks to : planes, trains and ferries.

There is a lot of taxi drivers, very fast with the application FreeNow. Dublin is a city of business but also a city where you can relax yourself. Indeed, Dublin is well-known for its innovation and education level, by the way, Dublin is nicknamed Europe's Silicon Valley. People trust this town for business. Dublin is nowadays, the European headquarters of many global's corporations. However, Dublin is full of life. There is always a lot of music, a lot of restaurants, pubs and things to see ! Dublin hasn't forgotten its roots and heritage.

Many trade shows B2B take place in Dublin. For example : The Dublin Tech Summit, 3XE Digital, Dublin Holiday World Show, SelfBuilt Live, Global Irish Civic Forum, etc. The majority of them take place at the Convention Centre Dublin or at the RDS - Royal Dublin Society.

THE ROYAL DUBLIN SOCIETY



The Royal Dublin Society have 10 conference and exhibition halls, 15 meeting rooms and an outdoor stadium. There are 22 000 square meters of interconnecting spaces that can be used individually or combined to cater different types of event. The space can be configured and customized to meet the needs.

RDS is the number one of choice for exhibitors from every sector, trade and industry.



The RDS is located in Ballsbridge in Dublin. Dublin is one of Europe's most popular destinations. On the website of RDS you can see how you can come from Dublin City Centre, Dublin Port, Dublin Airport or from Local Train Stations. It's mentioned there is a paid parking separated for exhibitors, foundation events or RDS Members. There is also accommodation near to Royal Dublin

Society listed on the website with an access to booking.com.

CONVENTION CENTRE DUBLIN

The Convention Centre Dublin was developed to provide a world-class conference in Dublin. It is located just 15 minutes from the airport in Dublin's Docklands, the finance and technology hub of the city. It has a very good location for the international business tourism market.

In the CCD, you can organize conferences, banquets, meetings, concert, etc. The CCD provides help for event management, event production or event hospitality. There is a lot of rooms and spaces as the Auditorium, the Forum, different halls, foyers, meeting rooms and boardrooms.

On the website you can also find some information to come at the place and there is a parking.



OUR FINAL LOCATION

Finally, we've decided to hold our B2B event in the Convention Centre Dublin. To us, it seems to be the best choice. Why ? This place is on the airport side, so it's easier to have access from the airport and other train station. it will reduce the cost of transport.

Moreover, it is located in the business district of Dublin : the Docklands. For holding a business event, it's more logical.

Disability access : our event has to be accessible for everyone. The convention centre is equipped for this.



THE CONVENTION CENTRE DUBLIN

b) DATE

The real estate market and its prices follow seasonality. Three main periods can be distinguished: high, medium and low season.

- The **high season** of the real estate market is between the end of March and the end of June. There are a lot of real estate shows in this period. This creates a lot of competition and negotiations are difficult.
- The **medium season** is between July and August. This is the best time to invest.
- The **low season** is between December to February. This is the period to avoid because it's the end of the year, there's a lot of spending during the holidays and the purchasing power is bad.

To conclude, as the property market in Ireland is not very good, it is best to choose the best time to invest. The event will take place during the medium season between July and August.

Usually this kind of show lasts several days, three on average. For example, our event can take place **from the 30th July to the 1st August 2021.**

c) PRICE

Indeed, the exhibitors will have to pay for being seen and noticed by foreign investors. To define the price, we have to define approximately how many companies will attend to this event. Also, it could be great to create some “packages” including the stand, but also if the client wants to get extra such as flyers, activities to promote its company...

FOR IRISH COMPANIES

Irish companies will have to pay for be exhibited during the event. Without that, the financial part would be very difficult for creating the event.

The size of the exhibition stand depends of course on the planned stand construction. For B-to-B trade fairs, an average of 150 to 200 euros per square meter can be estimated. A stand area of 20 square meters will therefore cost an average of around 3,500 Euro. In this case, a total cost of around 14,000 Euro can therefore be expected for participation in the trade fair.

| | |
|---|--------------------|
| Location du stand 20m ² : (175 Euro/m ²) | 3.500 Euro |
| Construction de stand: (280 Euro/m ²) | 5.600 Euro |
| Personnel (y compris les frais de voyage et de séjour): | 2.100 Euro |
| Promotion (mailings, publicités, primes, etc.): | 2.800 Euro |
| Total | 14.000 Euro |

The price for Irish companies can seem expensive, but it will be a unique investment for the long-term success.

FOR POTENTIAL FOREIGN INVESTORS

The client would have to add to the ticket price, the cost of transports but also the cost of accommodation and the employee who will come to the exhibition. However, we will do our best to have special prices for them with our partners.

d) EVENT VISION AND MISSION

The **mission** of this event is to bring in foreign investors as well as builders to revive the construction sector which is in deficit in Ireland.

The **vision** of this event is to make Ireland a land of opportunity for construction. Ideally, it should be made clear that having a hotel, building or accommodation in Ireland is beneficial and a must-have for major investors.

EVENT OBJECTIVES

a) SMART

SPECIFIC : The aim of the event is to attract architects, engineers or consultants as well as foreign investors who may require Irish labor to carry out their projects or, conversely, that these investors/builders build in Ireland.

What is for sale at this event are land or sites but also other things related to the world of real estate and construction.

MEASURABLE : We would like our event to attract the maximum of people. The visitors of the event are mainly investors, professionals, builders who work for foreign real estate agencies or not.

ATTAINABLE : First of all, you have to organize the event and this is not the easiest part, on the contrary. It is necessary to find a place to rent for the event and to call upon competent organizers. After that, it is necessary to send invitations and flyers to the professionals and to make the fair known to foreign investors. Emailing can also be used.

RELEVANT : The event is realistic, we have thought about the costs, the return on investment and this can really boost the sector.

TIME BASED : As said before we decided that our event would take place during the middle season, between July and August, more precisely from July 31 to August 2. That is to say for 3 days (which is usual for this type of event).

b) SWOT

| | |
|--|---|
| <p style="text-align: center;">STRENGTHS</p> <ul style="list-style-type: none">• A large surface area (22000m²) fully equipped and therefore a high number of stands.• Many visitors due to the famous location• The event takes place in a major capital city | <p style="text-align: center;">WEAKNESSES</p> <ul style="list-style-type: none">• The price of exhibition• Make people coming (flight, train...) could be very expensive for them |
| <p style="text-align: center;">OPPORTUNITIES</p> <ul style="list-style-type: none">• Promote the actors in the Irish real estate market• Driving the Irish economy by bringing in potential foreign tourists• Enable the creation of real estate projects on Irish soil• Enabling the Irish economy to develop with the help of foreign capital investment | <p style="text-align: center;">THREATS</p> <ul style="list-style-type: none">• The current situation could be an obstacle. Coronavirus: people are afraid to travel and possibility of cancelled international flights• Other investments, business brings opportunities everywhere• Lack of money |

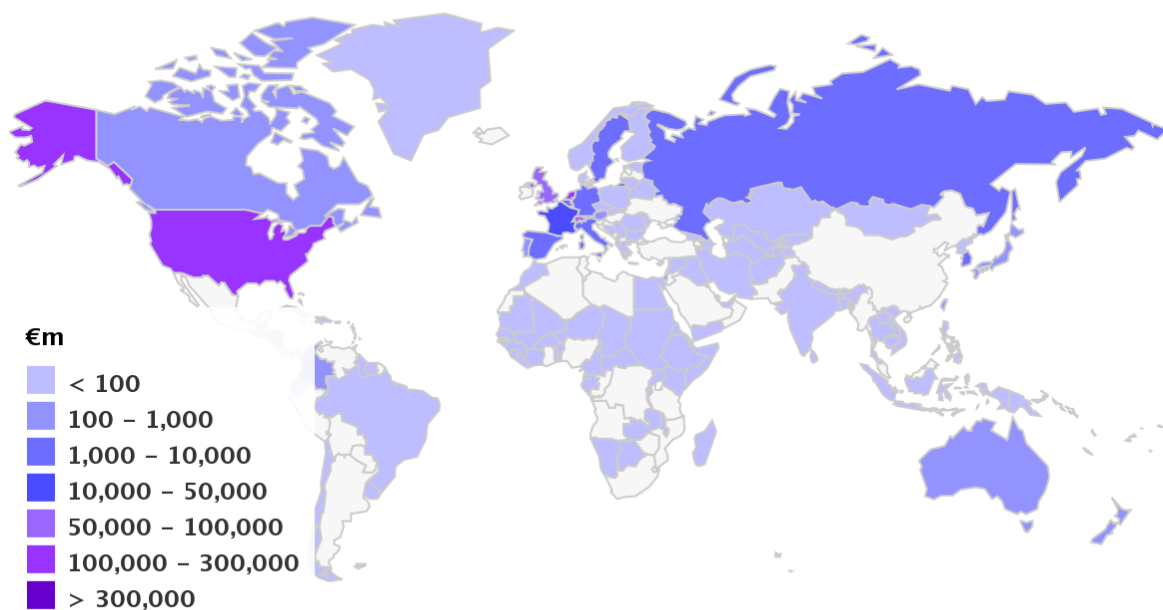
CUSTOMER / TARGET ANALYSIS

First of all, why choose to invest in Ireland?

Ireland has a dense and powerful industrial and tertiary industry. It has the lowest corporate tax rate in Europe and a young, educated and highly skilled workforce. Its economy is competitive and it has a well-developed infrastructure. It has one of the lowest unemployment rates in Europe: 5.6% in 2018 and strong and stable domestic demand, thanks in particular to high wages and a high standard of living. Moreover, the business climate is favorable, with the country ranked among the top 25 countries in the World Bank's Doing Business 2020 report (24th out of 190 countries).

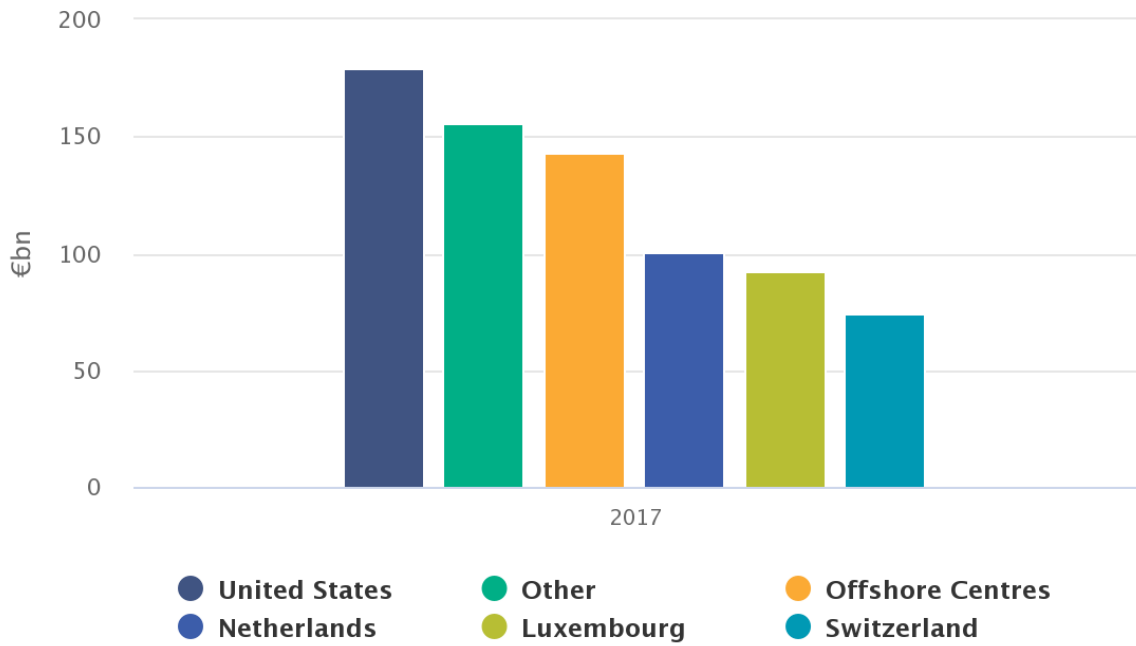
As proof, here are the majority countries, which already invest in Ireland in various sectors such as wholesale, retail and repair of motor vehicles, information and communication, financial intermediation, food, beverages and tobacco and other financial activities.

Map 2 Direct Investment in Ireland (end year positions) 2017



Source: CSO Ireland

Figure 2 Stock of Inward Direct Investment by Immediate Investor 2017



Source: CSO Ireland

| INVESTING COUNTRIES | 2017, in % |
|---------------------|------------|
| UNITED-STATES | 23,0 |
| OFFSHORE CENTERS | 19,0 |
| NETHERLANDS | 13,0 |
| LUXEMBOURG | 12,0 |
| SWISS | 9,0 |
| UNITED-KINGDOM | 7,0 |

As we said, the target will be foreign investors, foreign builders and foreign contractors who wish to work through Irish estate agents.

In the table below are listed the 8 largest construction companies in 2019, according to their turnover:


| RANK | COMPANY NAME | COUNTRY | TURNOVER (in billions of \$) |
|-------------|---|----------------|---|
| 1 | China State Construction Engineering | China | 178.8 |
| 2 | China Railway Group | China | 110.5 |
| 3 | China Railway Construction | China | 109.1 |
| 4 | China Communication Construction | China | 73.5 |
| 5 | Vinci | France | 52.1 |
| 6 | Grupo ACS | Spain | 43.2 |
| 7 | China Metallurgical Group | China | 43.2 |
| 8 | Bouygues | France | 41.9 |

Due to its strong interest in investing internationally, we believe that Chinese investors are the core target of our event, although we are not neglecting any potential investor.

PERSONA

NAME
Yu Tao

TYPE
Rational



Job responsibilities

- Manage the company, he delegates and gives orders
- Establish strategies for evolution and development
- Develop the company's activities with its team of collaborators
- Build the business plan and the search for financing

Biggest challenges

- Seeks economic profitability
- Knowing who the company needs to work with
- Knowing what it is profitable for the company to invest in

His job is measured by

- Turnover
- Rank of the company among competitors

Tools he needs to do his job

- Internal communication software like Trello
- Social Networks

Demographic

Male 40 years

China

Married

President and CEO

High incomes



China State Construction

Skills


Languages: 0 25 50 75 100

Negotiation: 0 25 50 75 100

Technology



Social media



Motivations

- Travelling
- Meet new people and new culture
- Have some power in the building industry

Frustrations


- Missing out new potential market
- Missing out the opportunity to meet important companies

NAME

François Bertrand

TYPE

Guardian



Job responsibilities

- He is in charge of the entire assembly of real estate construction projects
- Directs operations from the initial phase of the building construction project
- Design the project from the market and feasibility study to the marketing of the buildings according to plans
- Be the unique contact

Demographic

♂ Male 28 years

📍 Paris

Single

High incomes

land developer

RICHET

Biggest challenges

- Be top of mind when companies (or private) want to build a new project
- The success of real estate development in a new place

Skills

languages

0 25 50 75 100

Law

0 25 50 75 100

funds management

0 25 50 75 100

His job is measured by

- Capacity to keep clients in several projects
- The part of market share

Tools he needs to do his job

- Knowledge in law field
- Be very open minded
- Social media, the professional network is very important





Motivations





- Love for challenges
- Respond to a need

Frustrations





- Long process
- Difficult to reach new building companies


Technology

Social media



EVENT MARKETING PLAN

a) IDENTIFYING EVENT PARTNERS AND SUPPORTERS

Two main partners during exhibition :

- **SMART DOCKLANDS** : aims to create a platform for innovators and entrepreneurs to test a wide range of solutions in a real-life, city setting. Has already worked with the Dublin city council.
- **CIF** : construction industry federation. Attends to some event and meeting.

Our location, the Convention Center Dublin has already several partners for accommodation and other stuffs.

But also, partners for accommodation and transport :

- A hotel near to the event location seems to be the more practical :
 - **Spencer Hotel** Dublin City : 4 min walk
 - **Hilton Garden** in Dublin custom house : 6min walk
 - **Carlton Dublin** Airport : near to the Dublin airport
- **FREENOW** : the application to order a taxi with attractive prices.

b) SANCTIONING/PERMISSIONS

Maybe, we will have to ask a permission for the meeting because it represents a huge number of people at the same time in the same place. Because of that, we will have to hire people for security.

c) RECRUITMENT AND TRAINING

As a work organisation, our event has to be well prepared. We will hire some people to respond in any visitors and exhibitors needs.

- caterer to making the experience as enjoyable as possible
- waiters to professionalize the event and let the guests focus on the companies
- security guard to secure the event
- parking coordinators to facilitate the first step of the experience

- communication agency for all the communication around the event (flyer, posters, emailing, etc.)

d) FUNDRAISING ACTIVITY AND DEADLINES

A part of our funds will be given by the Dublin City Council. We have to see with them what is their budget for these kind of business events. Moreover, the sale of our tickets for potential investors will permit us to maybe have a profit at the end. Irish companies will help finance the event. In order to attract potential investors, they will each be required to have a stand where they can exhibit and promote their projects and companies. However, we remind you that the target of this event is potential investors for Ireland.

e) BUDGETING MILESTONES

EXPENSES :

- communication actions
- rent of the location
- services that we'll provide

EARNINGS :

- tickets
- stand
- packages
- Flyers + entry ticket

TWO ONLINE MEDIUM

a) ONLINE MEDIUM

For the two media chosen online, the first would be to communicate the event on social networks, preferably professional ones like LinkedIn and Facebook. We would share the dates of the event as well as the location and also a teasing video of the event to attract potential buyers and investors. The different posts will have to be eye-catching with a visual (since it is eye-catching), have a teaser and also have a link linking us directly to the page dedicated to the event when we click on it.



The event will therefore have its own page on these two networks to be able to access more easily to all the information about the event and also to stay in touch with potential visitors.

The choice of these networks is not insignificant, indeed LinkedIn is a very well-known professional network on which many companies are present as well as many business leaders. It has 546 million users worldwide, with 20 million companies represented and 11,800 full-time employees worldwide. It is for these different reasons that LinkedIn is the most suitable social network. For posts, these can be Sponsored Content, which is very much used. It is the tool that can best suit almost any type of offer, both for large audiences and for more segmented ones. This format would allow you to get quality leads because they are really interested in the content you are proposing.

Text Ads are also usually the cheapest option for reaching a large audience. The only problem is that they are only accessible from a computer. Text ads are therefore to be kept for large audiences and content that is only accessible via desktop (or not easily readable on mobile), which fits our criteria.

For the second network, we chose Facebook because it is also a good way to make us known to our target audience since they can have a personal Facebook account or a page linked to

their company and therefore are enclain to see our page and see all our news related to the event. It is also a network that attracts more and more users with age groups corresponding to our target.

Having a page of our event on Facebook is essential to communicate with participants or interested parties, post photos, videos, give essential information (such as possible changes in schedules or other ...), and also regularly put links to our LinkedIn page or a website.

On Facebook, our page could also be shared by other local and well-known pages such as Dublin City Council, and help our event to be seen and known by as many companies as possible but also generate traffic on our Facebook page.

For the period of time that the various posts are being posted, they can be launched a few months before the event (2/3 months), so that the main interested parties are aware of the event in advance and can make arrangements to come or participate. The second online campaign is e-mailing. Here it would be a question of sending to companies connected to the real estate world so that they can get to know our event and above all that it allows them to be redirected to our LinkedIn and Facebook pages. The main advantage of this means is the fact that we will be able to directly target the people to send to, that it is fast because people are almost immediately aware of their emails, it will allow us to measure the return (with the opening rate, the rate of clicks, the rate of sharing...). It is also a way to personalize our own emailing.

For the content of our emailing, we should have a catchy text that can immediately arouse curiosity and envy.

We thought it would be wise to send two kinds of emailing, one intended for future exhibitors and the other for potential visitors or investors, since the message will not be the same.

For future exhibitors, it could be: " Come and meet real estate professionals in Dublin, with many visitors present over the 3 days of the exhibition.

It's a real opportunity to promote your urban development projects to investors from all over the world! »

And for potential visitors and investors: " Come and meet real estate professionals in Dublin, with numerous exhibitors and allow you to identify and meet potential partners among developers and local authorities! "

Obviously for the emailing form, there is a button that allows you to subscribe and receive the event newsletters, and also a button that will link directly to our LinkedIn or Facebook page. We should also have a catchy photo and add the dates of the event as well as the location so that people can immediately access this information without having to search everywhere.

The whole thing with a rather professional, sober but modern layout.

Emailing can be sent 2 months before the event so that interested people can have time to answer us and get organized for the event.

YOU'RE INVITED

RETHINK REAL ESTATE

FROM JULY 30
TO AUGUST 1, 2021
AT THE
CONVENTION CENTRE DUBLIN
*Spencer Dock, N Wall Quay, North Wall
Dublin 1, D01 T1W6, Ireland*

The aim of this real estate and construction fair is to promote Irish clients, Irish project managers and Irish contractors to the foreign investors, foreign builders and foreign contractors who wish to work through Irish estate agents.



“COME AND MEET REAL ESTATE PROFESSIONALS IN DUBLIN, WITH MANY VISITORS PRESENT OVER THE THREE DAYS OF THE EXHIBITION. IT'S A REAL OPPORTUNITY TO PROMOTE YOUR URBAN DEVELOPMENT PROJECTS TO INVESTORS FROM ALL OVER THE WORLD!”

Your email address

SUBSCRIBE TO NEWSLETTER

JOIN US ON OUR SOCIAL NETWORKS



fb.com/rethinkrealestate



linkedin.com/rethinkrealestate



SIGNED BY
THE WHOLE TEAM



b) THE BUDGET

For the prices of sponsored posts on LinkedIn, to target for example 100 000 people then you would need a budget of about 10 000€ (according to the 10% rule). The recommended budget is an investment between 3000€ and 5000€ per month on several campaigns.

As for Facebook, there is the CPM (cost per thousand), so for about 1000 displays on Facebook, you will have to spend about 3€.

For example (from the end of March to the end of June, so 3 months), the global price of the campaign would be 100€ and between 310-910 people would be reached per day, so about 59,000 people over the 3 months.

Boostez la publication

diffusion de Facebook répartira le budget de vos ensembles de publicités sur différents placements, là où ils sont susceptibles d'obtenir les meilleures performances. [En savoir plus.](#)

DURÉE ET BUDGET

Durée ⓘ

Jours 96 Date de fin 30/6/2020

Budget total ⓘ

100,00 € EUR

Personnes touchées estimées ⓘ

310 - 910 personnes par jour sur 1 200 000

Affinez votre audience ou augmentez votre budget pour atteindre les bonnes personnes.

Vous dépenserez 1,04 € par jour. Cette pub sera diffusée pendant 96 jours et se terminera le 30 juin 2020.

HITSEG
Entraîneur sportif

Envoyer un message

J'aime Commenter Partager

Préc. ✨ En cliquant sur Booster, vous acceptez les [Conditions générales](#) de Facebook. | [Pages d'aide](#) Annuler **Booster**

Of course it is possible to modify the budget, to increase or decrease it.

For the cost of the emailing, it is necessary to count approximately 0,30€ for a sending of 5000 copies. If we decide to send about 100,000, it will cost us 6€.

This is one of the cheapest ways to publicize our event.

In total, for the two social networks, the budget would be (for a duration of about 3 months) between 15 000€ and 20 000€.

As far as emailing is concerned, it's complicated to define it for the moment since we don't really know yet how many people we can send it to. In any case it will remain the cheapest way and will not impact our budget.

TWO OFFLINE MEDIUM

a) MEDIUM

**RETHINK
REAL
ESTATE**

**FROM JULY 30 TO AUGUST 1, 2021
AT THE CONVENTION CENTRE DUBLIN**
Spencer Dock, N Wall Quay, North Wall, Dublin 1, D01 T1W6, Ireland

The aim of this real estate and construction fair is to promote Irish clients, Irish project managers and Irish contractors to the foreign investors, foreign builders and foreign contractors who wish to work through Irish estate agents.

PARTNER ACCOMMODATIONS

Hilton Garden Inn, CARLTON HOTEL DUBLIN AIRPORT, SPENCER

SMART DOCKLANDS, FREENOW Business, THE CONSTRUCTION AUTHORITY, PEDIAGRAMS

For the offline actions we first chose the posters and flyers. The flyers would be given during conferences in real estate or directly in the companies concerned by our event.

As for the posters, these would be posters put in the street or at bus stops or directly on the buses. The best being to place them near an area with companies working in the real estate sector.

The advantages of these 2 actions are first of all the fact that they can be seen by a large number of people and can be distributed everywhere and to a lot of people (especially with the flyers distributed at the end of work etc.).

For the flyer, it's an easier and more pleasant way to read the information, they can also be personalized too (so easier for us). It also keeps longer because it is more resistant because you can choose the weight, or the print quality.

This process would correspond to our event because these flyers could be distributed on the spot, on the three days of our show, or in the surroundings, and before at the exit of the work (which would allow us to be sure that people take them and thus allow us to be sure that the information is well passed).

As far as posters are concerned, it's also a way to reach more people and also a free choice of size, colors, text, so we can do a little bit of whatever we want.

As for the timing of the campaign, the flyers could be distributed 1 month before the event (to put the information back in people's heads) and the posters 2 months before the event so that people have time to soak up the information and retain it.



For the second action, we would like to appear in professional real estate magazines.

We would just need to have a page or an insert on which our event could be quickly described and with a few photos, as well as information about the place and time and a few people who will be present (without saying too much). This action would be effective to reach our core target or people interested in the real estate sector and who can invest.

Moreover this kind of magazines are sometimes placed directly in real estate companies, so a quick and easy way to reach our target.

This also guarantees a long life of our message since the magazines can be kept and read several times by several people.

On the negative side, this is one of the most expensive ways.

**RETHINK
REAL
ESTATE**

**FROM JULY 30 TO AUGUST 1, 2021
AT THE CONVENTION CENTRE DUBLIN**

Spencer Dock, N Wall Quay, North Wall,
Dublin 1, D01 T1W6, Ireland

The aim of this real estate and construction fair is to promote Irish clients, Irish project managers and Irish contractors to the foreign investors, foreign builders and foreign contractors who wish to work through Irish estate agents.

“**COME AND MEET REAL ESTATE PROFESSIONALS IN DUBLIN, WITH MANY VISITORS PRESENT OVER THE THREE DAYS OF THE EXHIBITION.**”

IT'S A REAL OPPORTUNITY TO PROMOTE YOUR URBAN DEVELOPMENT PROJECTS TO INVESTORS FROM ALL OVER THE WORLD!

Dublin City Council
Clorhídeán Cathrach Bhaile Átha Cliath

CCD
THE CONVENTION CENTRE DUBLIN

fb.com/rethinkrealestate
linkedin.com/rethinkrealestate

QR code

Placeholder text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

b) THE BUDGET

For prices, for 10,000 flyers with a size of 10.5cm x 14.8cm, it costs about 96€, and for 100,000 flyers: about 620€.

The more flyers you order, the more the price changes and is more interesting, so it is difficult to establish a fixed price for the number of flyers (since we don't really know how many flyers would be enough). But if we start with 100,000 flyers to be distributed per month (over 2 months), it would be 1240€.

As for the advertising posters (dimensions of 4m x 3m), it works per rental and it depends of course on the location and the city. In big cities, it can go up to about 500€ per week. In total for 2 months of placement it would cost us 4000€ (500€ x 8 weeks).

For the price of an appearance in a specialized magazine, the price can vary from one location to another or from one page to another. If, for example, we decide to appear on half a page, it would cost us 2600€, and if we decide to appear on a back cover, it would cost us 4900€.

So in total, 7500€ for an appearance. So if we decide to appear once on the monthly magazine (over 2 months), it makes a total of 15 000€.

| | April | May | June | July | August |
|-------------------|-------|-----|------|------|--------|
| Posts on LinkedIn | | | | | |
| Posts on Facebook | | | | | |
| Emailing | | | | | |
| Posters | | | | | |
| Flyers | | | | | |
| Magazines | | | | | |

CONCLUSION

For our evaluation concerning the success of our event, it will be very easy to assess the impact with the number of clicks on the links on our Facebook or LinkedIn pages, the number of people who will register thanks to our emailing but also the number of people who will click on our links in our emails, and the number of visitors to the show.

We could also send surveys to the participants after the event to get different opinions and to know exactly what has or has not been liked, asking for example to evaluate these different criteria: the event as a whole, the place and facilities, the food and drinks, the presenters and what is the probability that they would recommend the event.

Press clippings or what was said about the event in the media can also be collected. And of course, look at the engagement the fair has had on social networks with the "likes", comments, sharing, mentions...etc.

Finally, there are many ways to evaluate the success of our event in a quick and easy way that will allow us to be even more successful in the future.

APPENDICIES

1. Future Growth of the Construction – SuretyBonds – January 22, 2019 – Available at: <https://suretybonds.ie/future-growth-construction-sector/>
2. Regional analysis 2019 Ireland – Ireland Market Review 2019 by Derry Scully – Available at: <https://www.linesight.com/en-gb/reports/ireland-2019/>
3. Combien coûte la participation à un salon ? – EXPO Exhibition Stands – Available at : <https://expoexhibitionstands.eu/ch-fr/blog/combien-coute-la-participation-a-un-salon>
4. Eventbrite – Construct IT – Inspiration event – Available at : <https://www.eventbrite.ie/e/building-materials-innovation-expo-2020-tickets-96646705899>
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8. ILOVEPRINT – Price poster – Available at : <http://www.iloveprint.fr/conseil-affiches-grand-format.html>
9. Filièrepro – Tarif publicité 2019 pour le magazine - Available at : http://www.filierepro.fr/index.php?option=com_content&view=article&id=62&Itemid=57



Report title: THE HELLFEST

Prepared for: Event Marketing

Prof Name: Lorca Kelly

Date: 10th of April 2020

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Word Count: 1582 words

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1. The event

I choose to take the Hellfest festival which is a rock music festival very famous for all fan of rock in the world. It take place in Clisson which is near to Nantes, in France. It was created in 2006 by Ben Bardaud and Yoann Le Nevé.



In 2019, the festival host 217 000 festival goers (for the three days), such as 8.5 per cent more than the previous year (2018), who had host 200 000 festival goers.

In 2019, each festival goers spend 500€ on the festival in beers, food and goodies.

In 2018, the event's budget amounted to 23 million euros.

Nearly 75% of the festival site is male and 25% of females, with an average age of 35.

The Hellfest organization employs 13 permanent employees and 4,000 volunteers throughout the weekend, as well as 900 salaried employees, intermittent workers, security guards, first-aid workers, etc...

A total of 159 bands play on the official stages and 30 bands perform at the Leclerc of Clisson. A

total of 220 groups play and perform in front of spectators from all over the world.

The HellFest welcomes a total of 1730 artists and technicians during the 3 days.

As far as the media is concerned, more than 1200 journalists and 450 different media are covering the event.

Small anecdotes about the event (2018) :

- 6 days of assembly were necessary for the MainStage (2 hand-stage of 18m of opening each) and 40 trucks of groups over the whole week end.

- 15,000 liters of fuel were consumed during the weekend to fuel the hand-stage and 30,000 liters of fuel in total consumed during the festival.

- About 200 tons of waste were sorted / recovered / recycled (glass/cardboard/packaging/wood/compost).

As far as the 2019 merchandising of the event is concerned, the number of sales for the 3 days was quite excessive: 39,000 T-shirts. This figure also demonstrates the enthusiasm and loyalty of festival-goers who buy a T-shirt bearing the event's logo (the number of sales was 37,500 in 2018), an increase of 4%.

For the 2020 session, all tickets sold out in less than 30 minutes.

2. Customer analysis

Like I said just before, there was 217 000 festival-goers on the three days in HellFest in 2019. There are several types of festival-goers at HellFest:

- Rock, metal, hard-rock...fans who come mainly on the 3 days of the festival. They are generally foreign and recognizable by their clothing, "peak" shaped hair, clothes studded from head to toe and very "dark" make-up, even for the boys. Contrary to what one might think, they are very polite and respect the festival's instructions.
- Families: indeed it may seem strange, but many people come to this festival with their families and children (some of them are under 10 years old). They mainly come for one day in order to discover the atmosphere of this mythical rock festival.
- The last types of festival-goers are those who come with friends to have fun and get into this warm atmosphere over one or two days and drink beers all day long!

There is 70 nationalities in HellFest in 3 days : French, English, Spanish, Danish, Swedish, American, Australian...

On the festival, there are about 20% foreigners with 70 different nationalities, of which about 12% are English.

A third of the festival go from abroad.

3. Chosen medium - Academic overview

I decided to choose the social network Instagram where the Hellfest event is taking place.

Instagram is a mobile application for sharing images and videos, which is also linked to other applications such as Twitter and Facebook.

Instagram attracts more and more companies, and offers the possibility to create a professional account, which offers powerful analysis tools reserved only for professional accounts (such as seeing how many people have shared a publication, how many people have reacted to it, how many people have commented on it...Etc).

In France, a feature has appeared: "Shopping". This feature has the particularity to offer companies the possibility to tag products on their publications and to have a link directly to its website.

This social network is an efficient tool to boost your event, to keep fans informed at any time and to considerably increase its visibility.

There are currently more than 800 million Internet users on Instagram, more than half of whom are active daily. Being present on this network is a must for any event!

Instagram users are more engaged and active than on other existing platforms. Instagram makes it possible to reach a wider target audience.

It also allows it to increase its visibility by being able to link in its biography to its website.

Instagram also makes it possible to create a hashtag specific to our event (here the Hellfest), to engage your followers and encourage users to subscribe. This hashtag can also be used in contests to stand out from other events.

4. Chosen medium - critical analysis

So I decided to take the Instagram media for the Hellfest which is: hellfestopenair. We can already see that it is certified, which is a very good thing for an event of this kind and allows us to immediately spot the real account of all the other fake accounts created.

That way, people don't get lost.

You can see that the event page has nearly 118,000 followers. It posts about one publication every week except during the festival period where it posts every day and several pictures (mainly of festivalgoers, stages and bands).

They also have a publication system for their lineup from previous years, i.e. a few months before the next festival season, they post a video "interview" type of video with a band member, which tells his or her past experience of the festival.

At the same time, this helps the festival to keep the fans on the edge of their seats for the upcoming season and to remember the previous year as well.

The feed of their Instagram is dark in color, with black, grey, brown and sometimes a bit of red. It fits perfectly with the image of the festival.

C

Instagram is a good way to reach the different targets of the festival since nowadays a lot of people between 15 and 35 years old are mainly present on Instagram and it's also a network that allows to share a lot of moments between people (like photos and stories). Fans can follow what is going on in real time and share in their story and target more people.

5. Conclusion / evaluation / recommendation :

In conclusion, Instagram is a good way for the Hellfest to increase its infatuation for its fans, to create a kind of "expectation". It also allows a good visibility but above all a lot of sharing around the event a few weeks before it, with videos, photos, stories...

Concerning the recommendations I could give, it would be first of all to share on his Instagram account a post of an artist or a band, supposed to come to next year's edition (and without showing a picture of it) with just one of his most famous music or another music in order to create a kind of expectation for the fans and to make them want to come to the edition that's coming.

The goal would be to post once a week a post like this one, and this for about 7/8 weeks before the official revelation of the lineup (the goal is not to make all the artists known in advance but some of them).

The second recommendation would be to insert the "shopping" option on the official Hellfest account with the numerous merchandising products: tee-shirts, sweaters, mugs, caps..., and to link them directly to the website.

This would give another way to link Instagram to the Hellfest website.

For the third recommendation, as said before, the hashtag is a good way to get your community involved, and the Hellfest uses one under each of its posts: #hellfest.

I used the current situation for this recommendation (since this year's Hellfest has been cancelled).

The Hellfest could, for example, win a place for one of its subscribers. The goal would be to share on his personal account a picture of himself (or with friends) as if we were at the Hellfest and therefore with an appropriate outfit, and using a hashtag created especially for the occasion such as: #hellfestinhome

This hashtag would create a lot of excitement and would allow us to keep talking about Hellfest.

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REPORT TITLE : DOUR FESTIVAL
PREPARED FOR : EVENT MARKETING
PROF NAME : LORCA KELLY
DATE : 14TH APRIL 2020

STUDENT NAME : RIEU ALICE
STUDENT NO. : 10552370

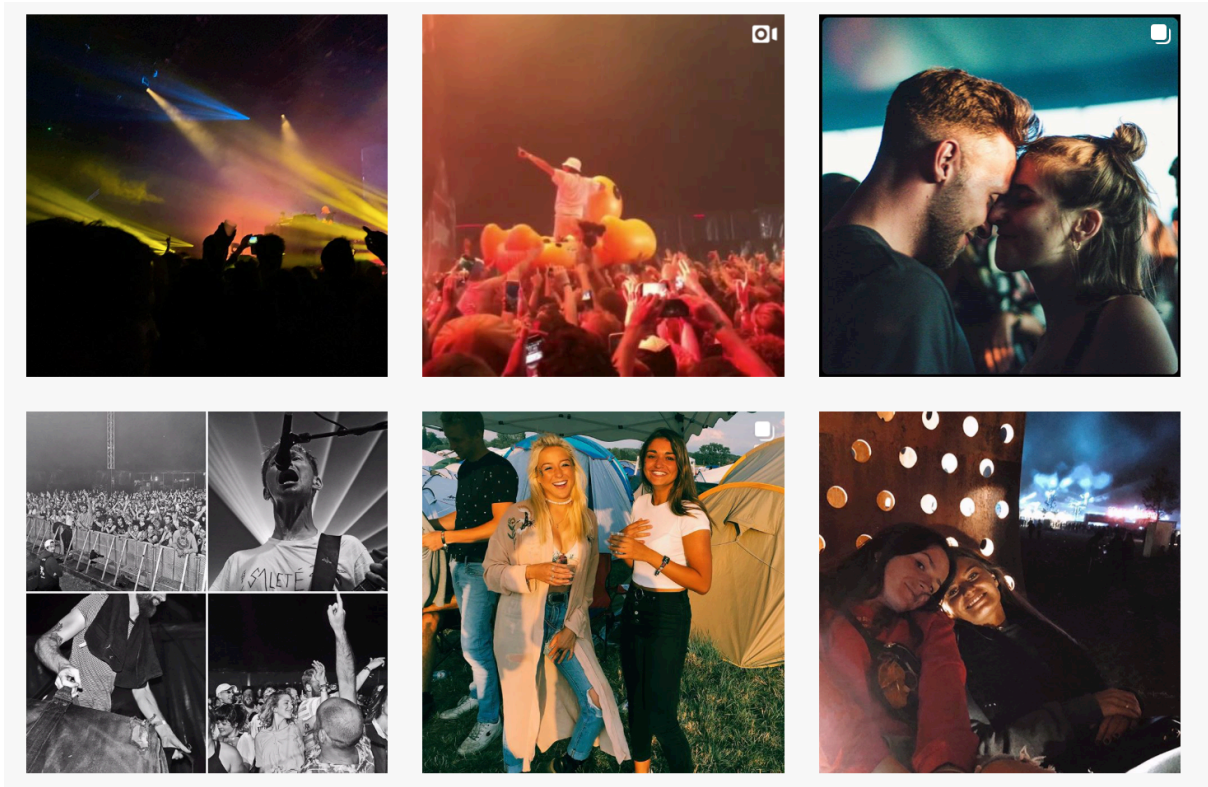
WORD COUNT : 1 614

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dour

15-19 JULY 2020



PICTURES POSTED BY VISITORS, THEY IDENTIFIED THE DOUR INSTAGRAM PAGE, SO THEY APPEAR IN THE FEED OF IDENTIFIED POST. IT REFLECTS THE FESTIVAL MOOD. THE DOUR MOOD.

I. DOUR, AN INTERNATIONAL MUSIC FESTIVAL

Dour festival was created in 1988. It's a festival that takes place in Dour, in Belgium since the beginning. Nowadays, the festival goes on five days, in middle of July. There are eight stages, with multiple choices of music (electro, rock, drum and bass, pop, R&B, reggae, house, punk, techno, hardcore, metal, hip-hop, indie... and more !)

You can hear music all the day long, and even until 5 am, which is quite unusual for a festival. It takes place in fields and there are wind turbines all around you !

Dour is knowing a real success, and there is more people coming every year.

The first edition was the September 16, 1989. Since several years now, it takes place during July as I said before. Since 1996, there is approximately 150 000 visitors per year, and last year it was a real success! 251 000 visitors (and I was one of them). Dour is a real experience, that you should live once in your life.

Dour festival has its own identity that it keeps building every year. Indeed, there is several tag line "DOUR MON AMOUR", or "DOUREUUUUUUH", you can add as much as "U" you want. Visitors scream out this tag line during the festival, it gives a certain atmosphere. And It gives to the visitor the impression that he's part of something.

Moreover, Dour is known being a "green" festival. With more than 250 000 visitors, the festival tries to be responsible and doesn't want to have a big ecological impact with all the visitors' rubbish.

The prices for attend to this festival are the following :

| YEAR | FULL TIME (regular camping + <u>navette gare</u> + parking) | 1 DAY (regular camping + navette gare + parking) | COMFORT FULL-TIME (comfort camping, navette gare, VIP parking) | COMFORT 1 DAY (comfort camping, navette gare, VIP parking) |
|------|--|---|--|--|
| 2020 | 170€ | 75€ | 295€ | 165€ |
| 2019 | 170€ | 75€ | 295€ | 165€ |

Dour has several packages. The price doesn't seem very expensive when you know how many artists are present and how many style of music we can hear and discover. To compare with Coachella for example, a ticket for general admission is 429 \$ without fees. Of course, Dour doesn't have the same reputation than Coachella but it is also internationally known. People are going at Coachella mostly for Instagram pictures, it's not the same mood and obviously not the same prices.

We can't have access to other information about price. I know the price of last year because I was there.

II. DOUR'S CUSTOMERS ANALYSIS

Dour is becoming a real international music festival well-known.

There is not a specific target, indeed there is everyone intrigued by this festival. Last year, I've shared my camp with my friends who have my age, but also four men who was between 30 and 40 years old. I saw many people, many nationalities, many ages, a great and huge diversity of people ! For some people, Dour is a place that they have to come every year, it's like a ritual for them.

So, we can say that the target of Dour is anyone who wants to live a festival experience of five day. People who are open to discover new kind of music.



III. INSTAGRAM

Instagram was created in 2010 but started to be very used in 2016. And now, it's the most popular social media for teenagers and young adults. Even the brands are on Instagram.

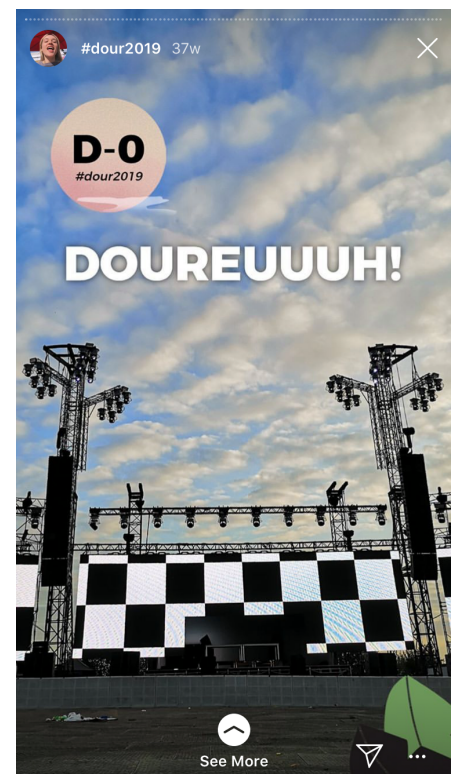
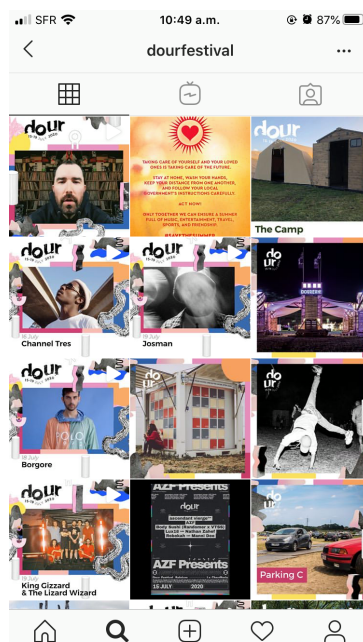
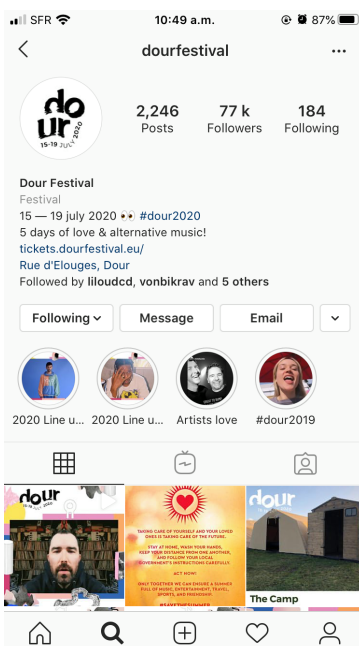
I have chosen Instagram because to me, it's the best social media to share your experience. Festivals are very trendy on social media, especially on Instagram, people like to show what they are living and experimenting.

In 2020, there is 1 billion of monthly active users, and 500 million are on Instagram every day. It's the most frequented social media after Facebook. On One billion of users, 71% are less than 35 years old. It's quite young. Instagram users spend almost one hour on the application per day. Companies are also very seduced by this social media, indeed 71% of American companies are using Instagram to promote their brand.

Instagram is a real wealth for brands. Most of Instagram users discovered brands and new products on the application (83% of users). So, Instagram is a real opportunity for a brand to be viewed. Moreover, the Instagram stories are widely used, by brands but also by users. Also, Instagram is a way for brands to build a real relationship with their customers and maintain their loyalty and keep their interest for the brand.

Instagram is a real marketing tool. With this tool, brands can have a real visibility and extend their customers and target.

IV. CRITICAL ANALYSIS_ DOUR INSTAGRAM



Dour is quite efficient on Instagram as we can see, but not enough at the moment : only 77 000 followers while more than 250 000 visitors are attending to the festival. There is something missing to its strategy.

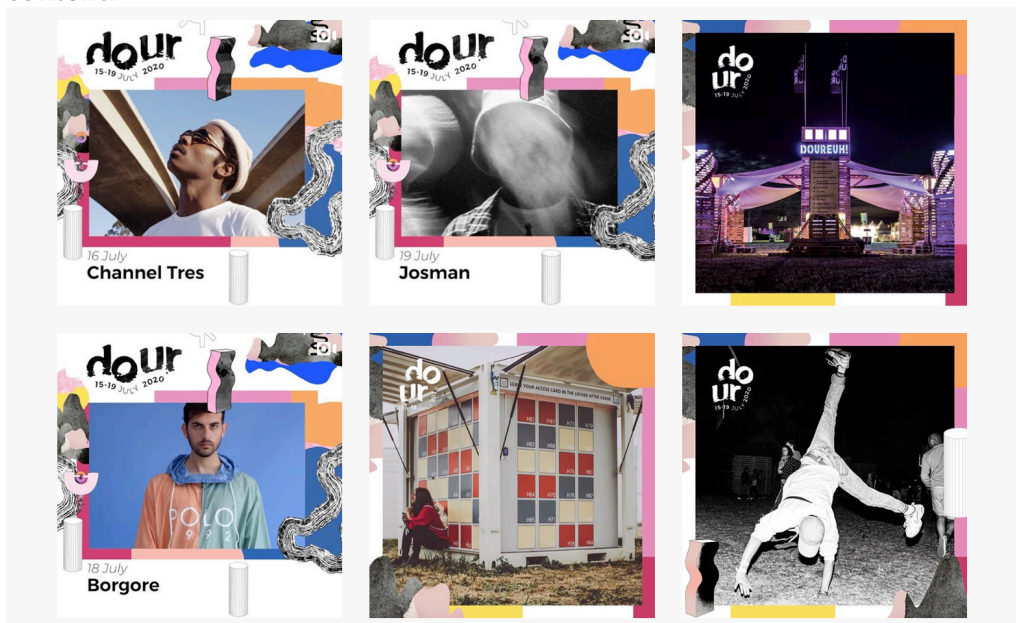
As I said before, Dour doesn't have a precise target so it's quite difficult for it to choose where it has to share something. This is why the festival is present on many social media : Facebook, Instagram and Youtube. Instagram is generally the social media for young people. So, their Instagram page has to meet the young people's expectations. The festival has to sell a desire of experience through media content such as short videos and pictures.

The really good thing is that Dour festival is posting content during all the year and puts stories content in the highlight of the page. Moreover, in the biography part of the page, you can find the official ticket office of the festival, but also the dates of it, the hashtag #Dour2020. You can already find the highlight of the stories showing the line-up of the 2020 edition.

Dour is representing by several things :

- A hashtag which is #Dour2020
- The tag line : Doureuuuuuuuh. Many artists and festival-goer post it in their post description
- Derived products such as sweatshirt, cap, key ring and many other products available during the festival on the site. But you can find them out of the festival period. The Instagram page permits to the festival to show these products and make their own advertising.

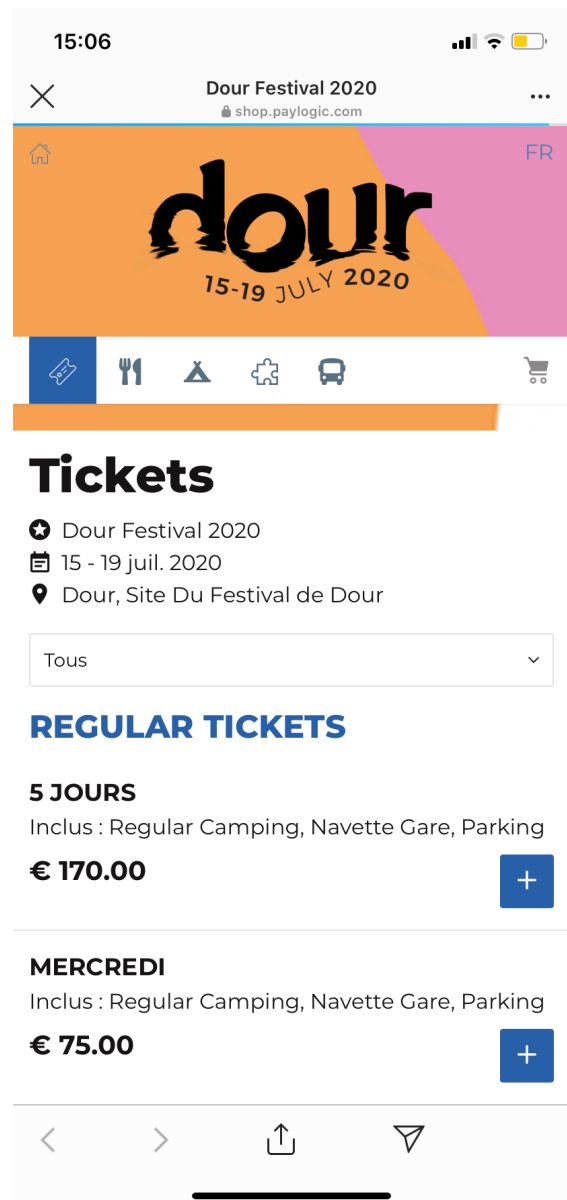
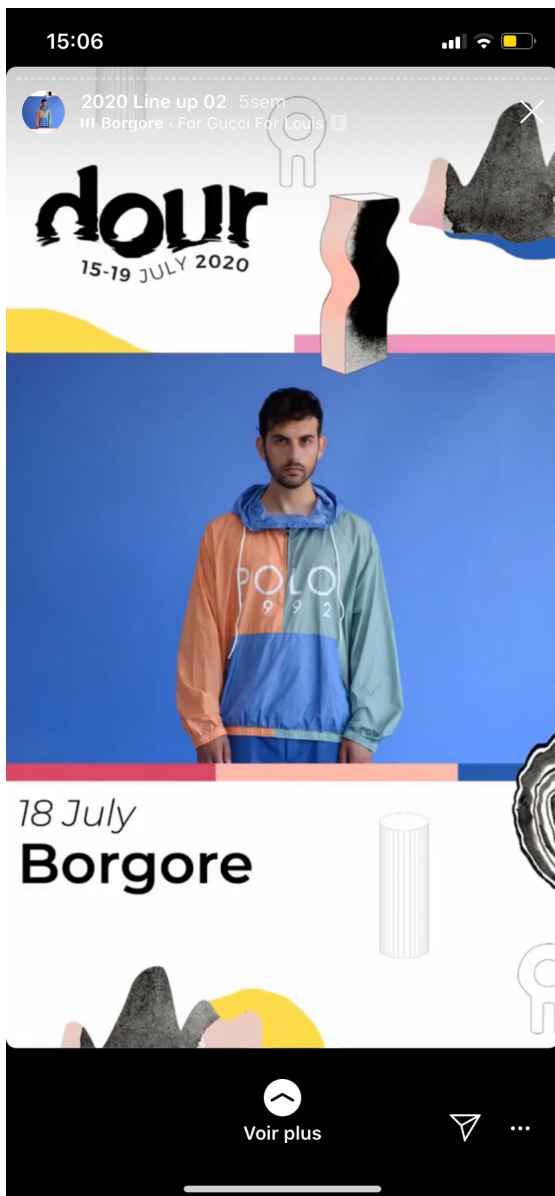
Every year, the festival has a new corporate identity. It permits to identify each year from another. To me, the festival Instagram page is not focus enough on the festival-goer but too much on the line-up before the festival due date. It's a shame because it doesn't give the desire to go, the festival doesn't show the Dour atmosphere during artists performances and the camping atmosphere. However, the Instagram page shows all these things, but during the festival itself so unless the potential visitor scrolls the page, he won't see the atmosphere content.



With time, the festival has managed to gain some commitment from its followers. Of course, the commitment comes with the renown of the

Also, during this period of world confinement, many artists send a message by a video posted on the Dour festival Instagram page, asking to people to stay at home. Also, we can't say if the festival can still take place or not.

The after movie is present in the IGTV part, which is a very good point. When we compare Dour to the Coachella festival. Also, in their stories they put the link for buying tickets. They use all the tools that you could ever find on Instagram.



Moreover, I looked at the smartphone version and computer version of Instagram. Both of them are very flowing and attractive.

Below, you can see the laptop version of the Instagram page.

dourfestival Contacter

2 246 publications 76,9k abonnés 184 abonnements

Dour Festival
15 — 19 July 2020 📍 #dour2020
5 days of love & alternative music!
tickets.dourfestival.eu

Abonnés : liloudcd, vonbikrav, cabaretvert et 4 autres

2020 Lin... 2020 Lin... Artists love #dour2019

PUBLICATIONS IGTV IDENTIFIÉ(E)

dour 15-19 JULY 2020

TAKING CARE OF YOURSELF AND YOUR LOVED ONES IS TAKING CARE OF THE FUTURE.
STAY AT HOME, WASH YOUR HANDS, KEEP YOUR DISTANCE FROM ONE ANOTHER, AND FOLLOW YOUR LOCAL GOVERNMENT'S INSTRUCTIONS CAREFULLY.
ACT NOW!
ONLY TOGETHER WE CAN ENSURE A SUMMER FULL OF MUSIC, ENTERTAINMENT, TRAVEL, SPORTS, AND FRIENDSHIP.
#SAVETHESUMMER

The Camp

dour 15-19 JULY 2020

dour 15-19 JULY 2020

dour 15-19 JULY 2020

DOUREUH!

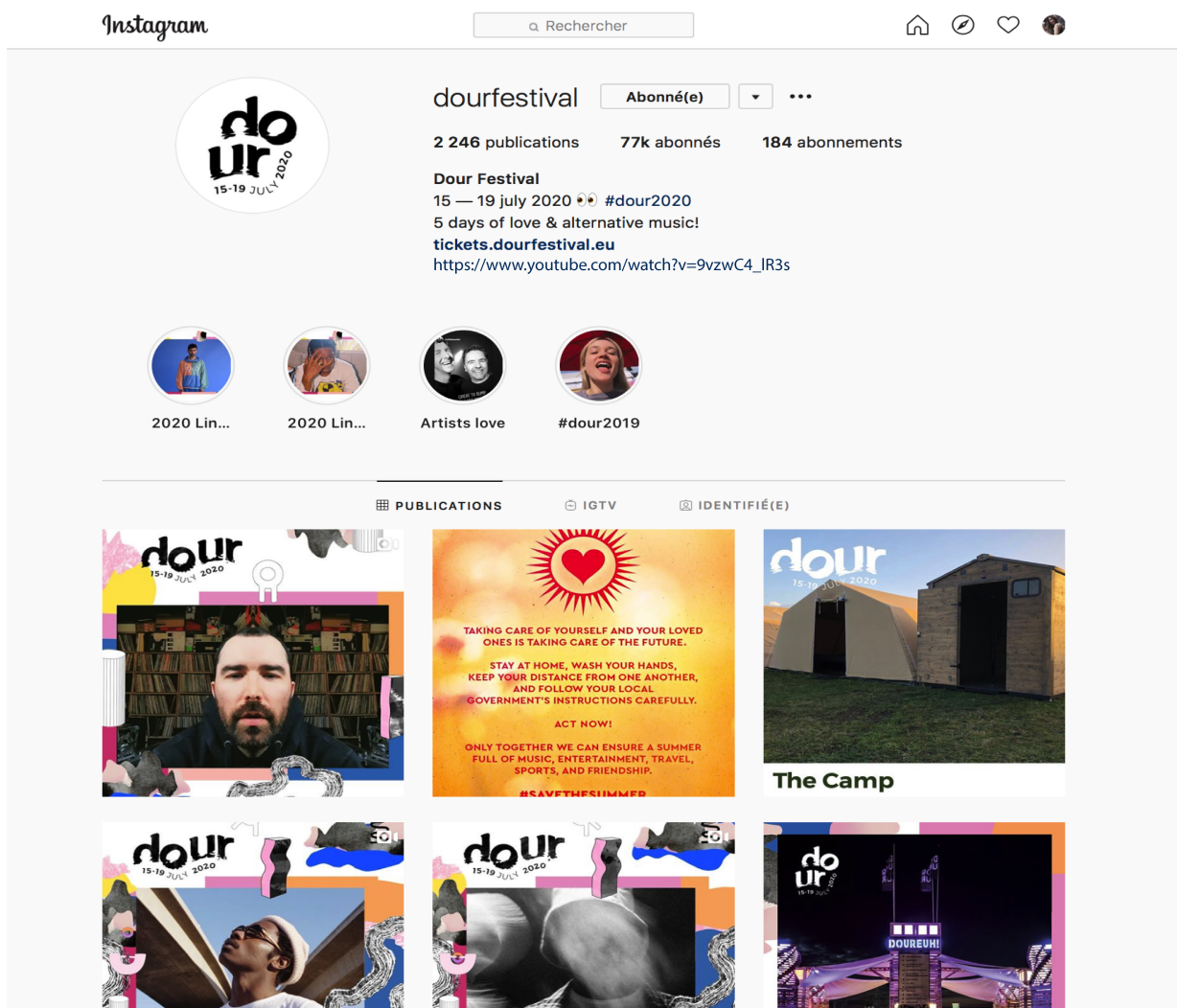
V. CONCLUSION_RECOMMENDATIONS

To conclude, my analysis of the Dour's Instagram page is quite positive. Indeed, I really think that they are doing a really good job on social media. I just can do some remarks but very small ones.

For my recommendations, I would say that it would be great to show more the real visitors' experiences. It is possible with more post about the camping life, the activities that the festival offers during 5 days at the camping. Also, it would be really great to show more pictures of visitors during all the year not only during the festival days. Also, add the link of the after movie to create commitment on the YouTube channel. Nowadays, Dour is seen as an ecological music festival, it would be great to show this aspect of the festival on its Instagram page.

What could create a real commitment on this Instagram page is IGTV with visitors interviewed, talking about their experiences. This could sell more the Dour experience to potential visitors.

I did a new laptop version to show you some new things, but as I said before, for me the Instagram page of Dour is already quite complete and efficient.



As you can see, I just added the link of the after movie online in YouTube in the biography.

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The best key numbers of Instagram : <https://wp-fr.oberlo.com/blog/chiffres-instagram>

Instagram page : <https://www.instagram.com/dourfestival/>

YouTube channel : <https://www.youtube.com/channel/UCFY8NYlvAX1CyYPbNwmxILQ>



REPORT TITLE: INDIVIDUAL COMPONENT - ENDUROMAN

PREPARED FOR: Event Marketing

PROF NAME: Lorca Kelly

DATE: 14th April 2020

STUDENT : Marie Serrano 10552388

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EVENT MARKETING – INDIVIDUAL COMPONENT
ENDUROMAN ARCH 2 ARC



1) CHOSEN EVENT OVERVIEW/BACKGROUND

Originally, the Enduroman is an extreme triathlon. The sporting event takes place alone. It starts at Marble Arch in the city of London and ends at the Arc de Triomphe in Paris. It is called Arch to Arc. The sporting event takes place during several days with 140km of running, 33km of swimming in open water and 292km of cycling.

This sporting event exists since 2001 when Britrain's Edgar Ette takes up the challenge of reaching Paris by linking the three traditional triathlon events. After two attempts, he gets there in 81 hours and 5 minutes. From this success, he created the Enduroman and became its race director. Moreover, swimming across the English Channel from France is forbidden, which means it's a British event.

Today, there are 44 finisher triathletes and one death, on August 6, 2017 Douglas Waymark passed away during his attempt due to a malaise while crossing the English Channel. Among them is Marine Leleu, a French athlete and influencer. It was while following her that I discovered the existence of this sporting event. She finished the event on 23 June 2018 after 69 hours and 52 minutes of testing.

More precisely, here is the course of the event:



The first part is 140km of running from Marble Arch in London to Dover. The athlete travels through streets of central London and Kent. There are hills to challenge the athlete's endurance. From Folkestone you can see the sea. Before reaching it, there is a final climb and a few miles to go before reaching Dover. The race ends at the beach.

The second part is swimming across the English Channel. It is one of the longest and most difficult crossings in the world because of the tides and temperatures. Athletes can choose whether or not to wear a wetsuit. The swimming distance is 33km but the effects of the tides make the distance longer.

The third and final stage is cycling. There are 292 km from Calais to the finish at the Arc de Triomphe in Paris. The route is a succession of descents through villages and then ascents. At the end, athletes are in the streets of Paris until the arrival at the Arc de Triomphe.

It exist 3 challenge formats. You can do the challenge in solo, you do each part of the challenge alone and you are allowed rest periods as long as you don't exceed the time limit.

Then there is the Standard Relay event. Relay team members (max 4 athletes) run, swim and bike for one hour at a time. The order of passage is defined before the start of each section of the challenge.

Finally, there is the Tag Relay. This is a very flexible format where team members (max 4 athletes) can choose to do one or all 3 disciplines. The team can tag at any time (in a safe place) and in any order.

The particularity of this sporting event is that it does not take place on a fixed date with many participants. It can take place at any time when the athletes decide to do so. However, there are professionals who supervise the participants as in a classic Ironman or Triathlon.

2) CUSTOMER ANALYSIS – WHAT DEMOGRAPHIC ATTENDS THIS EVENT

The Arch to Arc sport event is an extreme endurance challenge.

Athletes in Solo who take up this challenge must be experienced. They must be able to withstand very long distances and be able to cover many kilometres through the various events: running, open water swimming and cycling. Proof of long swimming, running and cycling will be required before being accepted for the Enduroman. In the year of their attempt, athletes must complete a 6 hour sea swim in water with a temperature of 16 degrees maximum and of course be ready.

Standard Relay team members must be comfortable on an Olympic distance triathlon. They must complete a 2 hour swim in the year of their attempt.

The physical condition and experience required for Tag Relay team members depends on the team's strategy. Team members who will be swimming must complete 2 or 6 hours of qualifying swimming in the year of their attempt.

Among the 45 participants at the Enduroman are 35 men and 10 women. The majority of participants came from Great Britain (27). Otherwise, there were several French (6), two Australians and a South African, an American, an Italian, a Romanian, an Indian, an Indian, a Russian, a Hungarian, a Cuban, a Dutch and a Belgian. For age, it's like triathlons : 41% between 36 and 50 years old and 35% between 26 and 35 years old. Indeed, the long formats attract the older ones, who have a better endurance. The record for the oldest finishers is 56 for men and 60 for women.

3) CHOSEN MEDIUM/ACADEMIC OVERVIEW

The Enduroman's website provides access to his three social network accounts: Twitter, Facebook and Instagram. I decided to focus on the Twitter account the Facebook account is actually a private group and Instagram is not the social network of choice for this particular event which does not aim to bring a maximum number of people on a specific date. Indeed, the Instagram account is used to recall Enduroman highlights such as swim camp, moments in the participants' sporting event with fun moments and arrivals of athletes.

Furthermore, the Twitter account is actually used to relay in live the progress of the participants during the sporting event. For example during the sporting event of Arnaud De Meester in October 2019 the tweet said *"2010: cramp in leg. 5 min drift for self-massage. Arnaud doesn't want to stop but he might have to."*

It is true that Twitter is an excellent tool for events because you can guide information in real time. Of course, Twitter works in pair with Instagram, because as I said, Instagram gives memories in photos. But, here, the Enduroman is complicated to follow on the spot and Twitter became a real advantage for this sporting event.

4) CHOSEN MEDIUM CRITICAL ANALYSIS

The Twitter page of the Enduroman is @EnduromanEvents. The content is in English because athletes come from all over the world and the challenge is of British origin (all the more so as the departure is in London). The account has 3 214 subscribers.

THE POSITIVE

When an athlete is in challenge there is a lot of tweeting, you can follow the progress easily in real time, the account is very well stocked. There is a lot of media (photos and videos) to trace the athlete's journey and progress in real time. We can see that this challenge is a huge moment of sharing. Although the majority of the athletes do the sporting event alone, they are supported throughout by their loved ones and their coach to keep them mentally fit.

THE NEGATIVE

What's a shame is that the Enduroman has only been on Twitter since 2009 whereas it exists since 2001. But this is probably due to the fact that Twitter was born in 2006 and that it had to be democratized within sports events.

Furthermore, the account ONLY relays real time information when an athlete takes up the challenge. As a result, the account is only active at certain times. And that's too bad.

There are not a lot of comments, RT or like and no reactivity from the Enduroman's account on this. There is clearly no Community Manager hired for this job. It's homemade.

There is no sharing of athlete accounts and no retweets from the Enduroman account.

5) CONCLUSION, EVALUATION, RECOMMENDATIONS

To conclude this atypical sporting event requires a different strategy on social networks. Nevertheless, it remains an experience to be announced, shared and that will generate exchanges on social networks.

For this, here are my recommendations regarding Twitter:

The first piece of advice is to professionalize the account by hiring a real Community Manager who will take care of the account full time.

Then, in order to feed the page outside the challenge times, we can set up teasing by introducing the athletes and following them during their preparation. Links with a YouTube channel could be a real asset for the event.

We should generate more excitement and reactions around the tweets made live during the challenge. To do this, the #Arch2Arc hashtag should be developed as much as possible in order to make it viral and make the challenge known to the entire Twittosphere.

Of course, A social network does not work without the others. On Twitter, we have to share more articles, give tips for future athletes, introduce participants and relay their personal accounts so that they can receive support from the sport community that will be created around the Enduroman. On Instagram, it is important to provide quality visual content to capture the athlete's highlights during the event. Thinking about using Stories to complement the live feed on Twitter. On YouTube, there should be portrait videos of each participant and playlists for each one retracing their preparation, their sporting event, their feelings after the event and their advice for the next ones.

The Enduroman is an exceptional sporting event that deserves to be shared and better known by all. The athletes who take up the challenge are true role models and sources of inspiration. As an athlete myself and a fan of long-distance endurance sports, I find it very motivating to see the athletes and to get to know their preparatory phase, their feelings and their feedback. And for that, there's nothing like social networks.

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