

## Content Saloon

A look at the power of social media and event management

**Objective:** To educate people about the importance of the strategy behind engaging with your audience on social media

### Achievements:

- Created a one of a kind event during the Calgary Stampede
- Brought together a set of social media stars for an informative panel discussion
- Gained media coverage in targeted publications by using word-of-mouth marketing and direct pitching

In 2013, we created a half-day event called [Content Saloon](#) with the goal of bringing together some of Calgary's social media rockstars for a no-bull chat on what it takes to build a great social media brand.

The event consisted of two panels: corporate brands and personal brands. Our corporate panelists were [@CalgaryTransit](#), [@Enbridge](#), and [@yycfoodtrucks](#). Our personal panelists were [Mandy Stobo](#) from The Bad Portrait Project; [Dan Clapson](#), food writer and columnist; and [Cody Battershill](#) of [@Calgaryism](#). To top off the list, [Kelly Oxford](#), former Calgarian, author, screenwriter, social media blogger, and microblogger joined us for a fireside chat, interviewed by [Mike Morrison](#) of Mike's Bloggity Blog.

We chose our panelists as they all agreed to talk openly about their experiences in building a presence on social media. "The concept behind Content Saloon came from our desire to help to educate Calgarians not only about social media, but the nuances behind building a solid brand and presence on the various platforms that exist," explained Arleigh Vasconcellos, Principal at The Agency.

When inviting Kelly Oxford to speak at the event, we decided to approach her in a way that she is most comfortable with – through social media. Through our research we developed an understanding of the appropriate tone and language to use in our pitch. We then created and sent her personal [memes](#) via social media to get her attention, which she later told us helped seal the deal for her decision to speak.

Since this event was held during the Calgary Stampede, we decided that the name and brand should be consistent with the time of year. We created two tag lines to connect our brand to the Stampede: "Take more away from Stampede than just a hangover" and "Grab the social bull by the horns."

We posted a short write-up for each speaker and sponsor on the Content Saloon [Twitter](#) and Facebook accounts. We also engaged our online audience by responding to comments and questions, retweeting, and monitoring the event hashtag. At the venue, we set-up projectors displaying our hashtag, twitter handle, and information about the speakers, as well as a live twitter feed. #ContentSaloon even trended in Calgary during the event.



### Outcomes

- Gained media coverage in:
  - [CalgaryisAwesome](#)
  - [Swerve](#)
  - [Techvibes](#)
  - [The Calgary Herald](#)
- Partnered with notable sponsors: Chaordix crowd intelligence, Endeavor Arts & Event Space, Fiasco Gelato, MolsonCoors Canada, Taste Restaurant, Ungava Canadian Premium Gin, VineArts, vitaminwater, and Vovia Online Marketing.
- Sold out event with ticket proceeds of \$2,500 donated to [Calgary Reads](#)



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