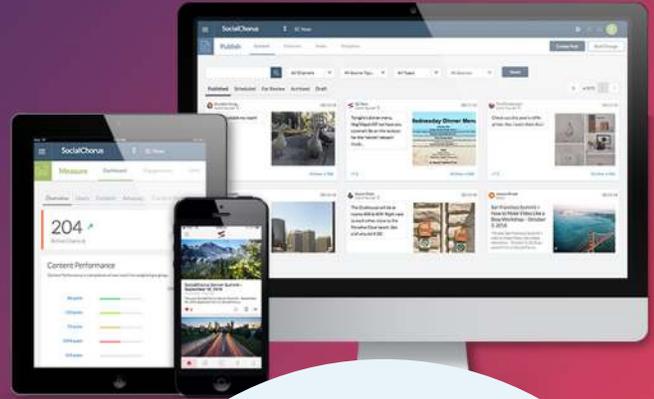


# Event Communications



*Engage your audience  
during an event  
and minimize the  
logistical pain of event  
communications.*

Event communicators have two critical goals: consistently engage attendees during the event, and optimize communications for current and future events. SocialChorus takes the stress out of event communications and allows you to focus on the experience. Deliver content to employees on the devices they already use, in the formats they prefer—via email, branded app, or push notifications—to make sure your event is successful.

## *Common Challenges*

Difficult to  
communicate  
logistics in real time

Unable to drive event  
engagement during  
the event

Cannot measure  
event ROI or optimize  
for future events

## *SocialChorus Solutions*

### **AUTOMATE & SAVE TIME**

Manage event logistics, change notifications, and promotions from one place. Send communications to the channels your attendees are most likely to see.

### **PERSONALIZED MESSAGING**

Easily send custom, branded communications to selected attendees. Engage them before, during, and after the event with push notifications, emails, surveys, photos, videos, and embedded documents like PPT and PDF.

### **DRIVE PARTICIPATION**

Track real-time feedback, participation, and content consumption. Increase post-event engagement by providing a way for attendees to view event highlights and special moments.



A REAL-WORLD EXAMPLE

# *SocialChorus Gives Leadership a Way to Speak to Every Employee*

A major household appliance manufacturer was looking for a leadership communications solution for its global team. Engagement was lagging. The company needed to capture the attention of 100,000 employees, and they knew that more unread emails weren't the solution.

They decided to think outside the box. Using SocialChorus, their CEO began holding digital town halls where he would create and share videos via their branded company app. At these town halls, he would answer a randomly chosen employee question each week. The campaign humanized his voice and captured the attention of employees company-wide.

After each video was shared, the team was able to measure performance and overall engagement. Employees reported that the digital town halls made them feel more informed about leadership and company initiatives. The effort set a new standard for corporate leadership communications.



***Let's Talk***

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**SocialChorus is the leading workforce communications platform that transforms how workers and organizations connect every day.**

We empower communicators to reach every worker—from the head office to the front line. Companies thrive and win when all their workers feel informed, aligned, and supported. The SocialChorus platform allows communicators to publish once and distribute everywhere—efficiently delivering critical information to the right employee at the right time.