



**SOCIAL
MEDIA
WEEK**

PIVOT TO DIGITAL STRATEGY & PLAN

PRESENTED BY SIMON DABKOWSKI

- #SMW2009**
- #SMW2010**
- #SMW2011**
- #SMW2012**
- #SMW2013**
- #SMW2014**
- #SMW2015**
- #SMW2016**
- #SMW2017**
- #SMW2018**
- #SMW2019**
- #SMW2020**

#SMWNYC
MAY 5-7

#SMWLA
JUNE 17-18

#SMWLDN
OCT 21-22

SMWi - SMW CORTEX - SMW NOW
SMW INSIDER - SMW LIVE
SMW CONNECT - SMW ONDEMAND

#SMWON  SOCIAL
MEDIA
WEEK

Despite everything that's happening, we're staying "on".

Online or OnDemand, the mediums we broadcast "on", do not define us nor hinder us.

Our mission has never changed, we bring the best and the brightest under "one" roof, together, despite adversity,
and solve the challenges ahead of us as "one".

SITUATION

- All physical gatherings will be banned for an unknown period of time.
- A large portion of conferences are re-scheduling their conferences until later in the year.
- Some are rushing to go virtual, and many will fail because speed jeopardizes execution
- The transition from physical to online only is not apples to apples.

EPISODE 1

EPISODE 2

EPISODE 3

EPISODE 4

EPISODE 5

SMW SITUATION

- We're attempting to combine the content from both NYC and LA conferences into one digital online experience
- We have sponsor deliverables that we must execute on in this online experience to make up for not being able to execute it physically
- We have 100s of hours of content to produce live and/or on demand which creates unique set of challenges based on our ability to set everything up with software and hardware and have speakers adapt to our production strategy
- We have an entire online conference to script, curate, and execute online LIVE

#SMWONE as a series

A 5-part conference series that will premier on May 5th, 2020 and continue into the summer.

#SMWONE is not a replacement for SMWNYC or SMWLA, rather its a solution to us executing our global theme in an episode-like fashion while recognizing the uncertainty of needs of our industry in the months ahead. It enables us to adapt and change to those needs over the course of a few months rather than executing 1 large online experience at once.

Cost for entire series \$500

Cost for just 1 edition of this is \$250

Attendees can purchase access to this at any time. Prices can be subscription based, or per series. This format presents a unique revenue funnel opportunities and far more reaching sponsor/exhibitor exposure to a growing community of viewers.

EPISODE 1

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Execution

- Launch Big with the first edition of SMWONE in May
 - 50 session (10 live) 40 pre-recorded/produced
 - There's no need for running sessions at the same time
 - run every session consecutively over the course of 3 days
- Launch the next series of this conference 2 weeks later
 - 25 additional sessions
 - New session/speaker additions
- Launch the next series 2 weeks from then and so on...

2 BIG WHYs

- The sheer size of combing the content from both NYC and LA, the production time, and our ability of promoting and selling access to this conference will be unprecedented. Going with a conference series approach enables us to soften to load and scatter it over time.
- The attention and the publicity of the original 1 single online event idea can only occur between now and the launch of the conference. With a series, we have an opportunity to not only carry over the initial viewers of the first edition, but acquire additional viewers during the consecutive series. i.e. exponential potential in growth

EPISODE 1

EPISODE 2

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Benefits to attendees

- No one knows what the world will look like a month from now or 2 months from now, we can only assume and predict. If things will not go back to normal, our community will not be in a position to attach themselves to an event that consumes an entire week of their time. However, if its spread over time, it softens the load of us delivering the content to them.
- We capitalize on continuing the noise of our event throughout the weeks and months post the initial airing of these conferences series. We're exposing ourselves to growing the attendees viewing this.
- We also have an opportunity in adapting the sessions to the outlook of things.

Benefits to sponsors

- In a single online event scenario, sponsors will only be exposed to the audience that we gather within the next 6 week window. We have high expectations and hopes. With a series, a sponsor will benefit from us making them visible to an ongoing conveyer belt of watchers. Some who stay on and continue to watch throughout the series, others who signup throughout each series launch. 1 event becomes 5 events worth of exposure.
- This execution would be a staple in over-delivering for a sponsors. Their brand exposed to a continually growing number of audience.

EPISODE 1

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Benefits to Speakers

- Speakers would have a more flexible opportunity to be made available based on their availability during the initial launch or in future series renditions.
- Speakers would have more time to transition to this online experience.
- Speakers who would appear in the next iteration of the series would learn from the shortfalls of some of the things that might not have gone correctly the first time
- Both us and teh speakers would learn over time how to engage with those watching.
- Mistakes can be corrected over time, things can be improved. Unlike in a 1 shot scenario, we'd only get 1 shot to get it right.
- If a particular live session fails, we get to make up for it by re-attempting it in the next series episode.

EPISODE 1
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Benefits to EPH

- The deliverable to an EPH is exactly the same as if this was one event with the only difference being is that they would not miss out on this experience if they were not available to participate in the initial release. They'd have additional opportunities throughout the continuation of the series.
- We can provide additional deliverables to these PH as the series continues. We would buy ourselves more time to come up with new ideas and features to throw at them

EPISODE 1

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Benefits in General

- No one else is doing this
- It softens the pressure of selling access to this event within a 6 week window
- It softens the pressure of producing 150 sessions in a 6 week window
- With this series strategy, we have an opportunity in adapting our global theme as the year progresses, based on our changing industry as remote work, remote strategy, and remote connectivity become the staples of our work culture
- We have an opportunity of attracting new speakers, new sponsors as the series continues
- We adapt to what is happening right now rather than making plans for what might or might not happen towards the end of the year (SMWLDN).