



IFEMA

**Feria de  
Madrid**

**UFI ICT Award 2011**  
**Best Practice of Social Media within the exhibition  
industry**

**SOCIAL MEDIA  
IFEMA**

February 2011



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# CONTENTS

1.	INTRODUCTION .....	2
2.	GOALS .....	2
3.	ACTIONS .....	3
4.	RESULTS .....	5
5.	NAVIGATION EXAMPLE .....	7



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## 1. INTRODUCTION

IFEMA is the name of the Trade Fair Institution of Madrid. The experience it has acquired over a period of 30 years as a fair organiser makes this body the leading operator in Spain and one of the most important operators in Europe. Its activities focus on the organisation of trade fairs linked to different economic sectors, as well as the management of spaces and infrastructures for the staging of all kinds of activities, ranging from fairs organised by third-parties to conventions, congresses and all kinds of meetings and events. Among its main commitments, we might mention those of seeking to boost the wealth and development of the Madrid Region and promoting Madrid and Madrid's image both inside Spain and abroad.

IFEMA has always been considered a trend-setter in the Spanish exhibition market, both for its constant search for innovation and its very effective and efficient way to provide technology-based services to its clients.

During the past years, in a methodical and carefully analyzed way, IFEMA has been introducing the latest technologies to its business model, adding value to the existing relationship with exhibitors and visitors.

Social networks were not an exception, as we are going to explain along this document.

## 2. GOALS

.-The main objectives of IFEMA at the turning point of deciding its strategy and presence in different Social Networks was the following:

.To offer the clients, both exhibitors and visitors, a new communication channel with Ifema and between them

.To test, considering the different types of shows, differentiated strategies in social networks, allowing the progressive introduction of new functionalities, in accordance with the tested results obtained, at each moment

.To monitor and measure the investments authorized for the projects, considering the cost-benefit impact. The understanding has always been that social networks were new and necessary, what implied that some investment needed to be allocated to this initiative but in a very controlled and well-thought way.

.To measure actively the impact that these actions had on our clients, to either continue with the successful ones and modify or discontinue those that were not validated by the clients.

.Identify the most suitable technological platform to develop the project, analyzing all different solutions available in the market, from proprietary to open source.

## 3. ACTIONS

In developing a strategy focused on encouraging the presence of IFEMA and its fairs in Social Networks, the following challenges have been identified:

**-Background:** based on the experience of the online Exhibitors Area section (winner of UFI ICT Award 2009), with proprietary tools like Meeting Point and Agenda Planner designed to foster interaction between companies exhibiting at fairs and visitors, thus optimising management of time and preparations for attending a show. This is IFEMA's first action towards 2.0. communication, from the viewpoint of generating a two-way dialogue and communities with shared interests.

**-Pilot test:** in 2009, as a key to reaching its goals, IFEMA identified the fairs which, given their profile and contents, prove most suitable for implementing technological tools geared towards developing this 2.0. communication. In this way, and coinciding with the launch of the new SIMO Network, International ICT Services and Solutions Trade Fair, focused precisely on networking, IFEMA is working to create a meeting point for visitors and exhibitors which will be paired with a *virtual marketplace* before, during and after the fair, on: [www.simo.ifema.es](http://www.simo.ifema.es). The webpage is redesigned and given new functions such as:

- **Community:** offers participating companies **added value resources for the promotion and diffusion of their ICT products, services and solutions.** Among other new introductions, additional information can be added in digital format to reinforce the content they are presenting at **SIMO Network:** explanatory videos, sound archives, interactive presentations, PDF leaflets and brochures, etc. Furthermore, it allows companies to make useful business contacts in function of the technological needs of trade professionals (*matchmaking* functionalities).
- **Blog:** a place to share insights on the sector and the fair.
- **Forum:** to foster dialogue.

The surveys performed give a good idea of the satisfaction of trade professionals with regards this initiative. 65.2% of those who were aware of the SIMO Network Virtual Community confirmed that they were members. 33.3% positively underscore the contacts made with fellow professionals, as well as the information services and its dynamic functioning.

For the development of this project, IFEMA uses its own resources combined with external collaborations .It runs on a content management application developed ad-hoc

**-Initial experience in Social Networks:** at the same time as developing the Web 2.0, IFEMA is opening up the first Social Networks communication channels, following an initial analysis of the fairs whose reach and social repercussion best matches the demands of users of these platforms. At the same time, a specific strategy was defined for IFEMA itself.

**-Development in Social Networks:** between 2009 and 2010, IFEMA opened 35 pages for its fairs plus its own page on **Facebook**, which together have a total of **42,350 followers**. Among these, a special mention is deserved for successful cases like FITUR, with 10,033 fans; CIBELES MFW, 6137; ARCOMadrid, with 5274; AULA, with 3490; SOY CIBELINO, 3239;



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*Best Practice of Social Media within the exhibition industry*

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NATURIVA, 2355, SALÓN LOOK, 1165; FERIARTE, 1100; EXPOFRANQUICIA, 821; SIMO Network, 731; INVISIBLE IMPRESCINDIBLE, 533, and IFEMA, with 2134 followers.

The pages SOY CIBELINO, associated with CIBELES MFW, and INVISIBLE IMPRESCINDIBLE, associated with SIMO Network, are special initiatives focused on driving participation.

- **SOY CIBELINO:** wishes to define an attitude rooted in CIBELES MADRID FASHION WEEK, but in force 365 days a year. The adjective “Cibelino” is used to describe a person with a permanent interest in fashion, catwalk shows, happening trends – street style, design, music, art,...- young designers, and whatever is on-trend in creativity.  
To be “Cibelino” is to project a fresh, actual, trendy, cutting-edge, imaginative look with a unique personality.

As part of SOY CIBELINO, the following actions took place:

- **Flashmob:** with a view to contributing to the diffusion of the Soy Cibelino community, on the eve of its 52nd edition CMFW organised the first Fashion Mob held in Spain in order to choose the boy and girl with the most *Cibelino* look. Participation: over 100 people
  - **“Cibelise your own t-shirt” Competition:** a t-shirt design competition whose goal was to reinforce the “Soy Cibelino” brand. Targeted at illustrators and designers, the brief was to interpret the “Soy Cibelino” logo in the most original form possible. Participation: 140 designs
  - **“ClipDup CMFW” Video:** a viral video with a fun backstage view of the latest edition of Cibeles. Plays: 2000
  - **“Cool People”:** invited young fashion lovers to take part in a fashion show
- **INVISIBLE IMPRESCINDIBLE:** SIMO Network wishes to defend the key role of computer and ITC personnel in companies by creating a Fan Page in which they can discuss issues in common, have fun and meet colleagues. The goal is to lend them visibility and make them feel part of the fair.

As part of INVISIBLE IMPRESCINDIBLE the following actions have been organised:

- **Ticcionario:** a humorous dictionary of technological terms, made by followers of the page.
- **Invisible Imprescindible t-shirt:** designed exclusively for this page, as an element to make followers visible when visiting the fair.
- **Kedada:** all followers are invited to a meeting at SIMO Network with Enrique Dans, one of Spain’s most famous bloggers.

Creating and feeding contents on the pages is the responsibility of the **IFEMA Communication Dept**, which plays the role of **Community Manager**. As well as adding info and photos on the fair and its latest news on a daily basis, it implements specific strategies to foster the



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*Best Practice of Social Media within the  
exhibition industry*

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participation of its followers: competitions, raffles for invitations, live interviews with leading players at the fair. Furthermore, it also looks at other more leisure-oriented ideas with the aim of creating a whole culture around the event, like the activation of **Spotify**, in the case of the SOY CIBELINO and ARCOMadrid pages on Facebook.

For certain fairs, IFEMA brings on board the collaboration of companies, or highly reputed individuals specialised in making pages more dynamic. Among others, in just a few months, the number of followers of FITUR 2011 has doubled — from 5000 to over 10,000 — thanks to investment in this direction. This increase was driven by the many different activities on **Facebook** which brought together 2000 people in the “Quedada FITUR”; 300 interventions in the “Speaker Corner”; 800 participants at the “Gincana Minube”, and a large participation at the “Folklorarte” workshops.

In **Twitter**, between 2009 and 2010, IFEMA opened 8 profiles for fairs and 1 Institutional page for itself, with a total of 7589 followers. Among these, it is worth underlining the success of cases like CIBELES MFW, 2267 followers ; FITUR, 1847; IFEMA, 1.179; and SIMO Network, with 1056.

Coupling Twitter and Facebook together allows messages to reach both networks and reinforce their effect on users and, as a consequence, on the results in terms of participation and interaction. IFEMA’s activity has been boosted by Twitter’s agility and currency in offering immediate information both on the day to day as well as on special events. For instance, broadcasting all the catwalk shows at CIBELES MFW or master classes which, despite the limited capacity, are opened up to the Twitter community thus making them more participative.

With regards **YOUTUBE**, between 2009 and 2010, IFEMA created its own channel which contains 172 videos divided into its different play lists (ALMONEDA; ARCOMadrid; CIBELES MFW Feb’10; CIBELES MFW Sept’10; CIBELES MADRID NOVIAS; FITUR; IFEMA; MOTORTEC; SIMO Network and VETECO). These videos have registered around 60,000 plays. Furthermore, FITUR has its own channel whose videos have been played over 11,000 times. Both channels have been equally benefited by the link with Facebook.

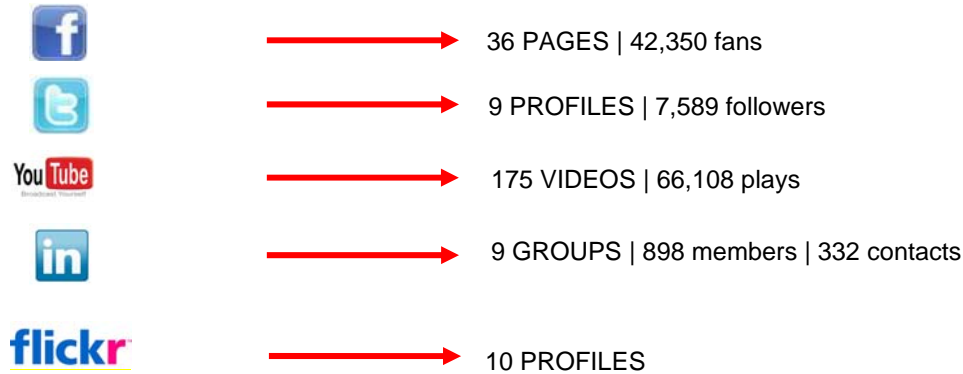
Also between 2009 and 2010, IFEMA’s presence in **LINKEDIN** can be seen in its profile with 193 contacts, 674 members and 8 groups (ARCOMadrid; CASA PASARELA; CLIMATIZACIÓN; FITUR; FORO DE POSTGRADO; PIEDRA; SIMO Network and VETECO). The professional character of this network guarantees a platform for contacts and debate on industry news and other activities linked to the fair.

IFEMA’s communication actions have been aided by the functionalities of **FLICKR**, which, besides storing, organising, searching and sharing photographs and videos of the different fairs, events and activities, also provides a useful tool complementing [www.fotoprensa.ifema.es](http://www.fotoprensa.ifema.es) (the website hosting images of IFEMA’s fairs). To date, there are profiles for IFEMA; CIBELES MFW; ARCOMadrid; FITUR; SIMO Network; FERIARTE; ALMONEDA; AULA; LIBER; CASA PASARELA.

## **4. RESULTS**

After the first year of IFEMA and its fairs on the Social Networks, one can conclude that the experience has been highly positive, and that the high participation right from the very beginning was particularly noteworthy.

To summarise IFEMA's repercussion on the Social Networks, we can underscore the following figures:



The benefits for IFEMA in using Social Networks:

- Offer IFEMA a platform for **communication, interaction and dialogue**, which is in turn beneficial for:
  - Exhibiting companies
  - Visitors
  - Fair-Event
- Free internationally consolidated platform. From this viewpoint, the use of Social Networks has enabled the **elimination of economic investment** in the design and maintenance of in-house tools, and **minimising the efforts to promote them**.
- Positioning in search engines. With a view to maximising the visibility of its web in all the main engines (Google, MSN, Yahoo Search, Lycos, Hotbot, Wanadoo, etc.), IFEMA is carrying out a project to optimise an organic SEO positioning, both in the corporate portal as well as those of the fairs, both in Spanish and English. An initiative that is further reinforced with the presence in Social Networks.
- Immediate response platform (call center).
- Space to redirect negative information and transform it into positive
- Promoting products from participating companies
- Attracting visitors
- Agile, constant and updated information



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- Meeting Point
- Generate traffic to Webs

.Given the results obtained, IFEMA `s goal is to expand its shows´ presence in Social Networks at a planned pace, in accordance to each show ´s profile and characteristics.

:Furthermore, to make the dialogue in the networks more visible, it is incorporating in all its webs a content manager which deals with the activity generated (Twitter and Facebook, etc ). This useful tool allows us to introduce information only once and redirect it to the different sites, saving money and effort.

:Aware of the growing possibilities of Internet and the advance of new technologies, IFEMA is working on the development of a new application, customized for each fair, downloadable on Smartphones.

:The investments in Social Media projects, until now has been very controlled and reasonable and the results have proven satisfactory.

## 5. NAVIGATION EXAMPLE

Below are images capturing IFEMA´ s presence on Social Networks:



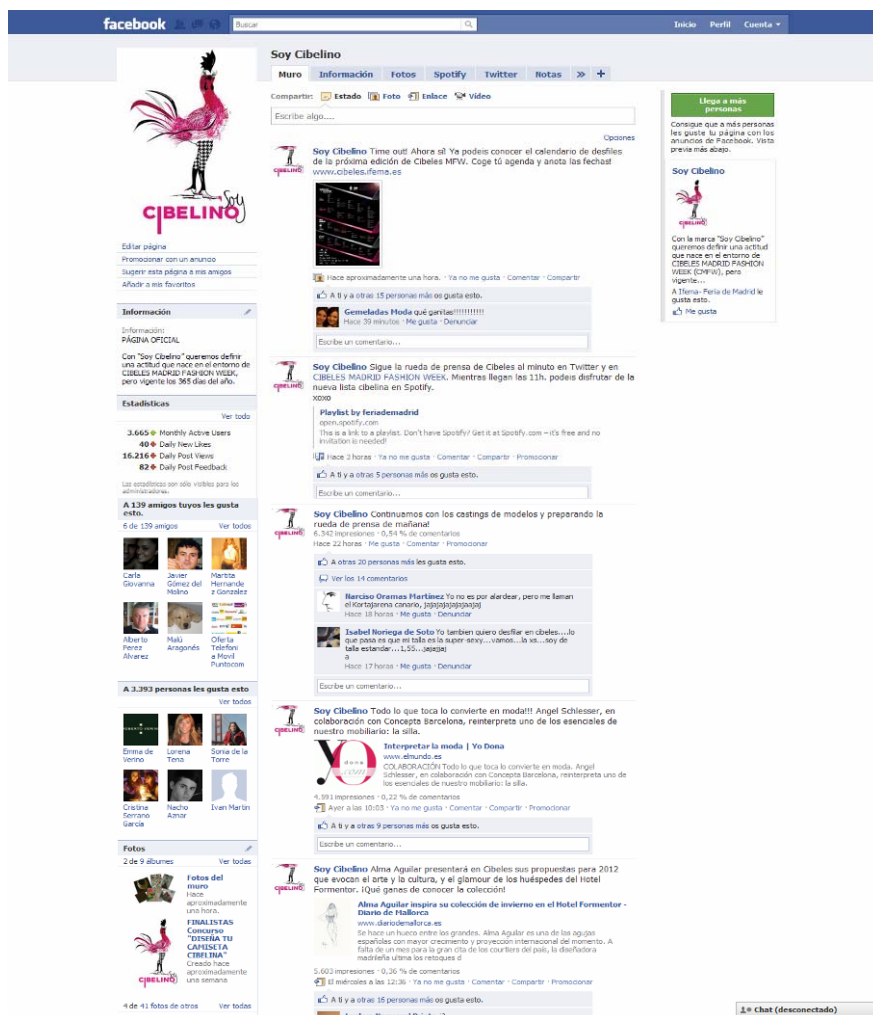
**FACEBOOK:**

<http://www.facebook.com/FeriaFitur>



<http://www.facebook.com/soycibelino>





The screenshot shows the Facebook profile of 'Soy Cibelino'. The profile picture is a stylized rooster. The page features several posts with text, images, and links. The posts include announcements about fashion events, contests, and collaborations. The left sidebar shows the page's cover photo, navigation tabs (Muro, Información, Fotos, Spotify, Twitter, Notas), and various statistics like '3,665 Monthly Active Users' and '16,216 Daily Post Views'. The right sidebar has a 'Llévate a casa' button and a 'Soy Cibelino' logo.

<http://www.facebook.com/ARCOmadrid>



The screenshot shows the Facebook profile of 'ARCOmadrid'. The profile picture is a large 'ARCO' logo. The page features several posts with text and images. The posts include announcements about art exhibitions and events. The left sidebar shows the page's cover photo, navigation tabs (Muro, Información, Fotos, Spotify, Twitter, Notas), and various statistics like '1620 2011' and '1,620 2011'. The right sidebar has a 'Llévate a casa' button and an 'ARCOmadrid' logo.

<http://www.facebook.com/FERIADEMADRID>



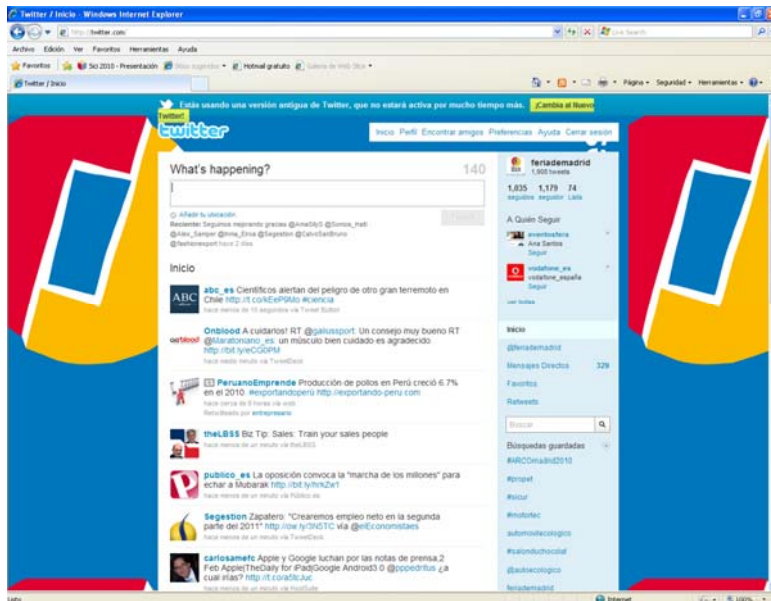
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**TWITTER**

<http://twitter.com/feriademadrid>

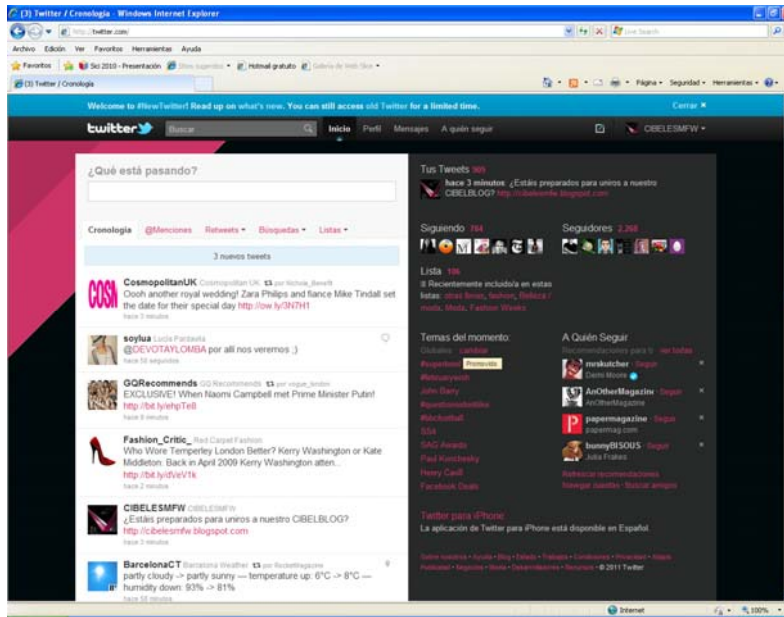


<http://twitter.com/cibelesmfw>

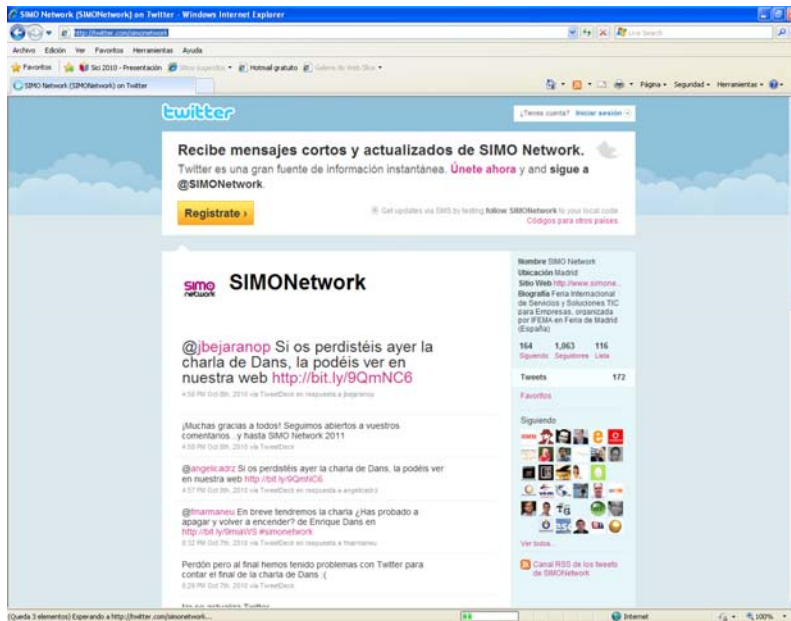


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<http://twitter.com/simoneetwork>

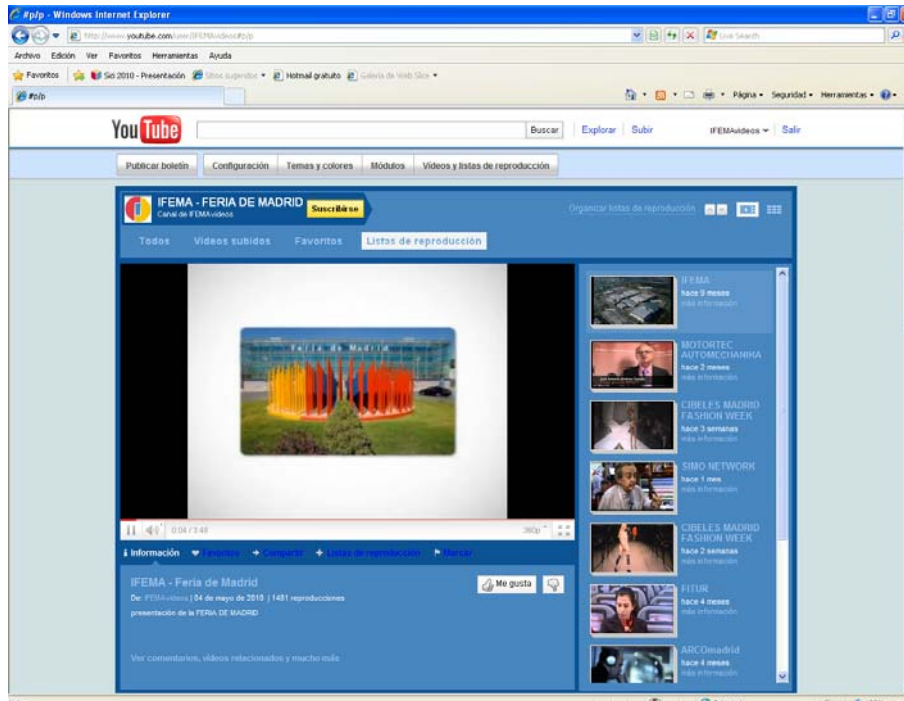




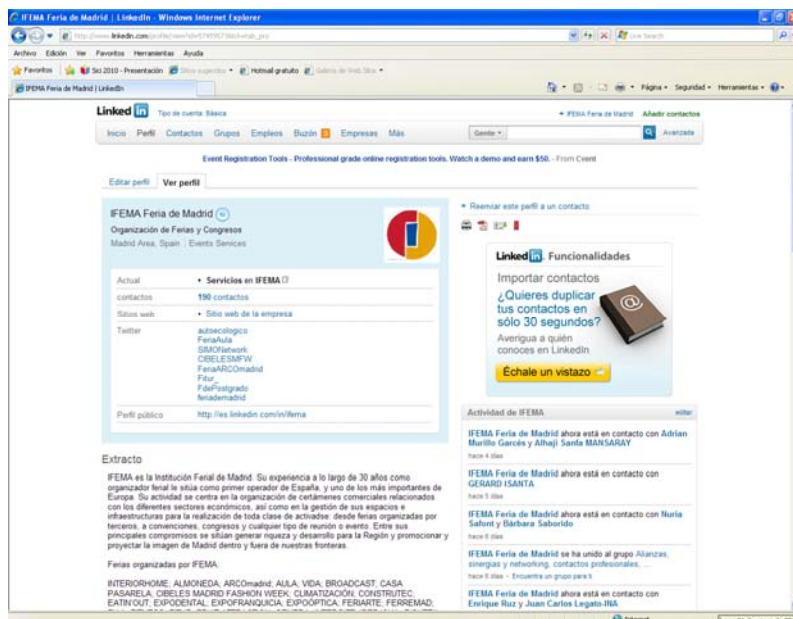
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*Best Practice of Social Media within the exhibition industry*

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<http://www.youtube.com/user/IFEMAvideos?feature=mhum>



[http://www.linkedin.com/profile/view?id=57459573&trk=tab\\_pro](http://www.linkedin.com/profile/view?id=57459573&trk=tab_pro)

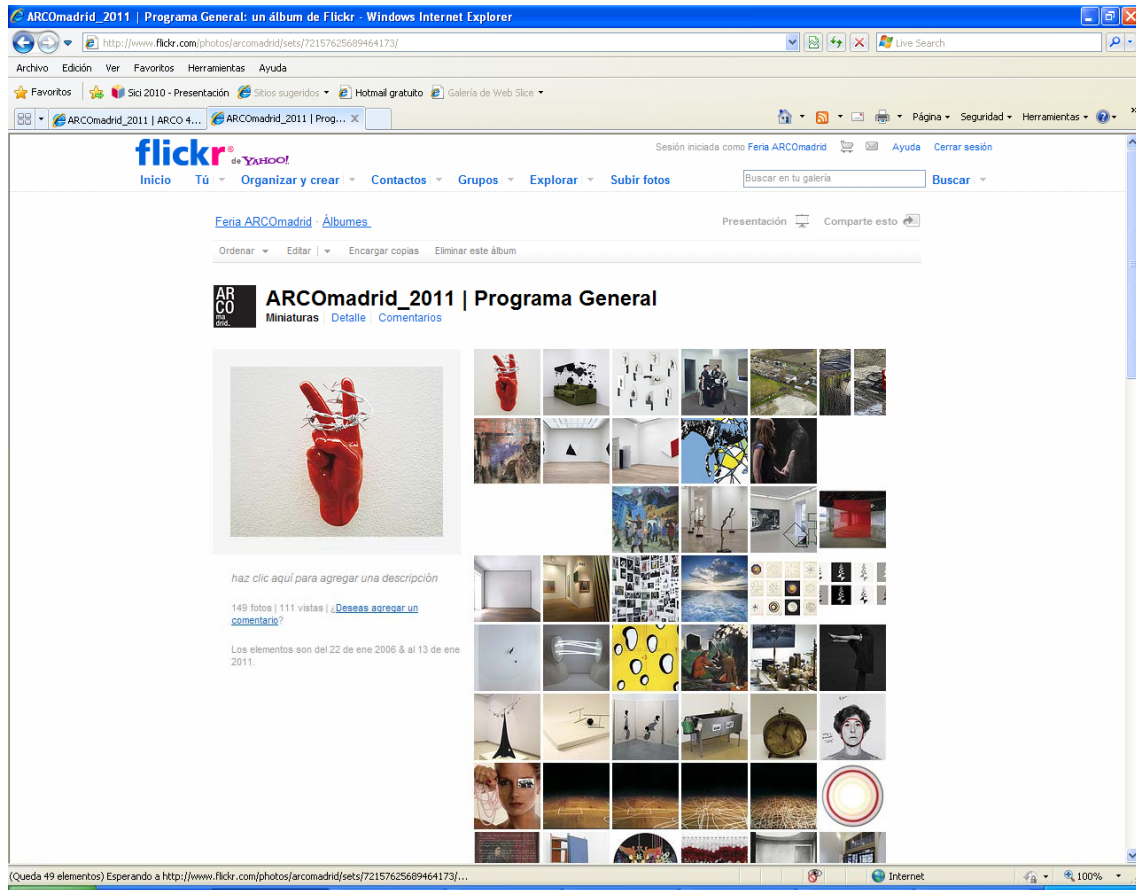




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*Best Practice of Social Media within the exhibition industry*

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<http://www.flickr.com/photos/arcomadrid>



## VISIBILITY OF SOCIAL NETWORKS IN IFEMA WEBPAGE

[www.fituronline.com](http://www.fituronline.com)



[www.cibeles.ifema.com](http://www.cibeles.ifema.com)



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[www.arco.ifema.es](http://www.arco.ifema.es)

