



Tweet Binder EVENTS

TAKE THE
CONTROL
OF YOUR
EVENTS

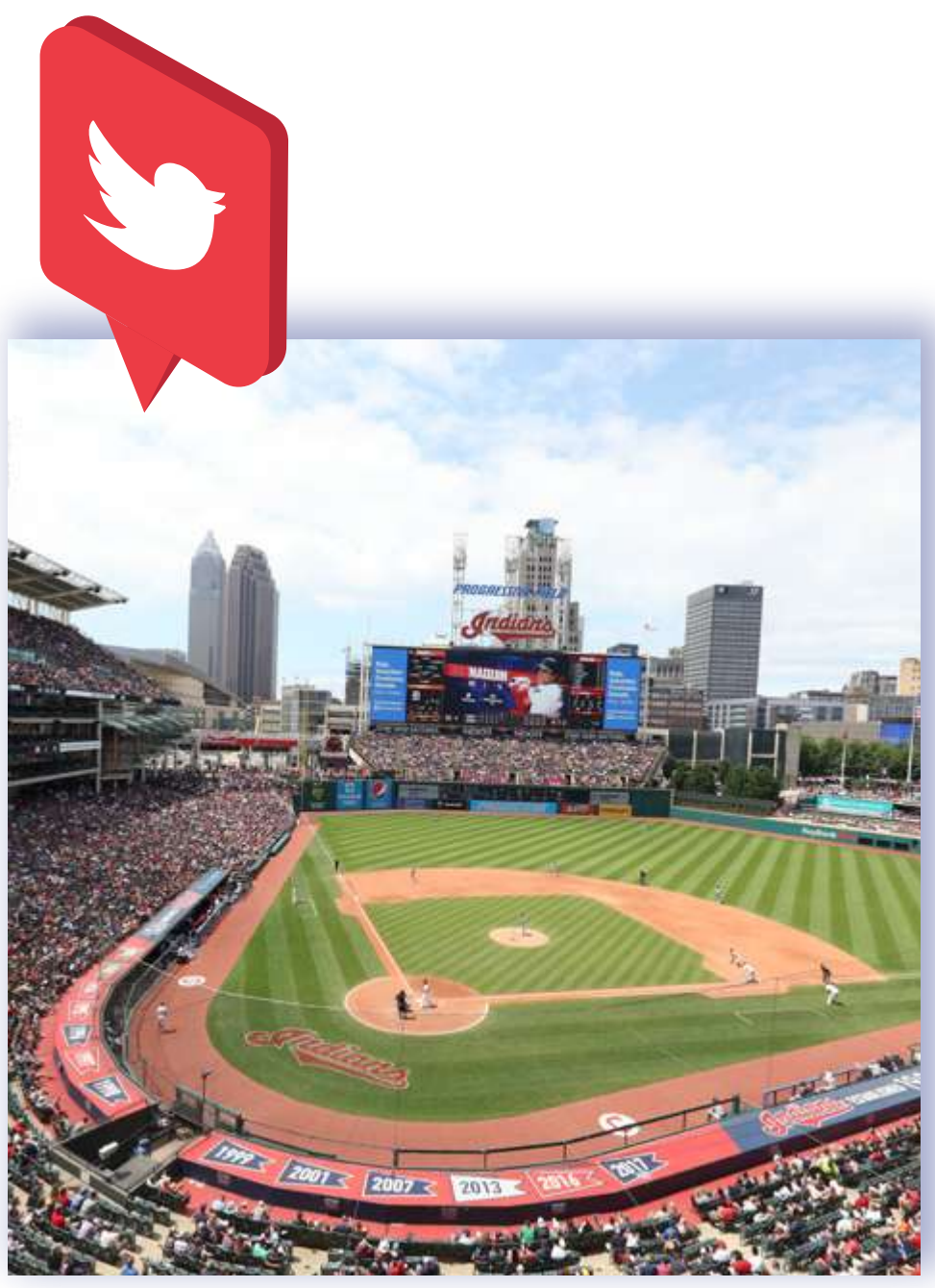
TAKE THE CONTROL

Social Walls for events

Tweet Binder's technology is capable of displaying social content in any type of screen at events and summits. Instagram pictures, Twitter content and even self-made content are sent from the attendees' phones to the Social Wall turning the event into something special. At every moment, the manager will have total control on what is being displayed on screen. Not only by moderating its content but also by displaying customized messages or sponsored messages.

The customization features are endless; every Social Wall can be adapted to the look and feel of the event. Tweet Binder offers a wide range of templates to adapt the content to every type of screen and event.

- 
SECURITY AND CONTROL
- 
TWITTER AND INSTAGRAM CONTENT
- 
SELF-MADE CONTENT
- 
WALL CUSTOMIZATION
- 
EXCLUSIVE FEATURES

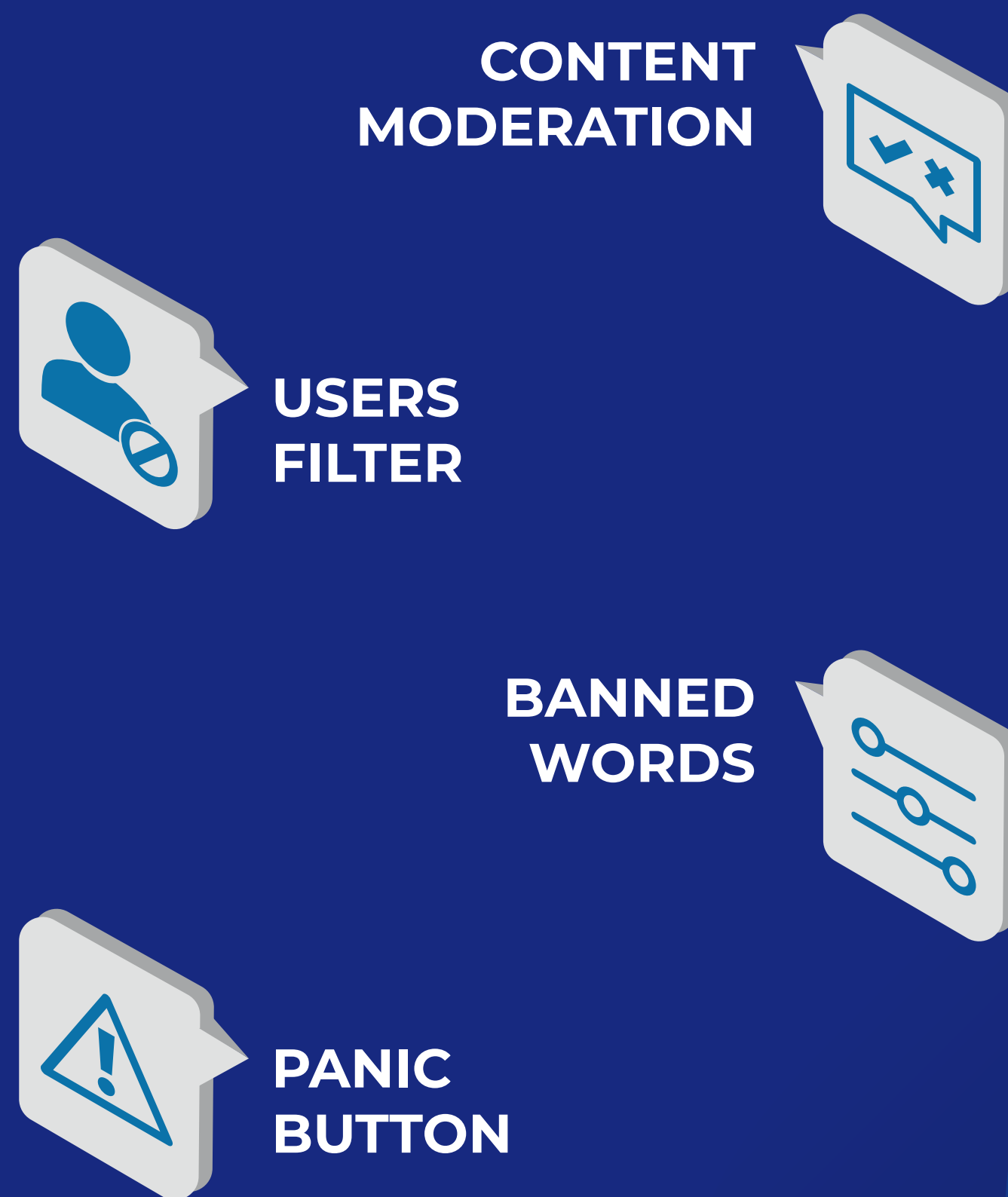




ABSOLUTE CONTROL OVER THE CONTENT

Having a screen displaying Twitter and Instagram content at an event is a great idea; there is no doubt about that. Tweet Binder is aware of that as well as of the risks it involves. That is why we want to assure the client that they will have the control over what is being displayed. The moderation system is the feature that will let the manager approve or reject what is displayed on screen. This way, only what the client wants to display will be shown. There are several types of moderation to have even more control over what is being displayed. Additionally, there is a banned-words filter which makes tweets containing certain words not only disappear from the wall but also from the moderation panel.

Control over the users is absolute as well. Tweet Binder allows the user to create lists of users whose tweets and pictures will be automatically banned or approved. In case all of the above wasn't enough, there is a panic button that freezes the Social Wall and displays a customized message.



**TWEET
BINDER'S
GUARANTEE
FOR YOUR
EVENT TO BE
PERFECT**

SPORT EVENTS

All the content fans generate on social media is displayed on the scoreboards turning fans into a part of the game.

MEETINGS AND SUMMITS

A screen is the best ally to any presentation and it adds valuable content to the event. Furthermore, rankings of users can be created to make it more dynamic.

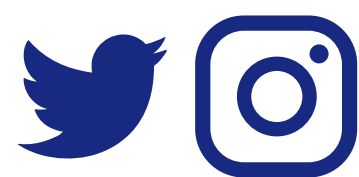
BIG EVENTS AND CONCERTS

A Social Wall is the best way of turning the waiting time at big events into a unique experience. Attendees will be able to contribute to the event with their own content.

PRIVATE EVENTS

Tweet Binder's event technology works perfectly at small events. In these events, the social wall is presented as if it were an attendee at the event.





DISPLAY TWITTER AND INSTAGRAM CONTENT

Tweet Binder is connected to the two main sources of content at events nowadays: Twitter and Instagram. Twitter is the most used network at professional and sport events whereas Instagram is more used by people who attend to concerts, weddings or fashion events. The combination of both networks guarantees a great experience for the attendees and means having almost all the messages about the event in one place. The content from both social networks is moderated from the same tab. Stats such as number of tweets or posts or, for example, rankings with the most active users, can also be displayed on screen.





SELF-MADE CONTENT

One of the biggest features Tweet Binder gives is the possibility of being able to create content (text, pictures and more) from a private platform. Once sent, this content goes straight to the moderation panel and behaves as if it were a tweet or an Instagram post. It is a simple form from which attendees, and those who are following the event from outside the venue, can join the Social Wall. Furthermore, it can be embedded in any website or app which makes the possibilities of this system exponentially grow. For example, this content generation system can be easily installed in a sports team app allowing fans to send content to the scoreboards. Same way, an app can be developed for a music tour integrating this technology. The pictures and posts shared from the app will serve content to Social walls and even websites.

This new system is thought for those users who don't have Twitter or Instagram but who want to join the conversation in the Social Wall. The system generates an URL that can be easily shared with a QR code.

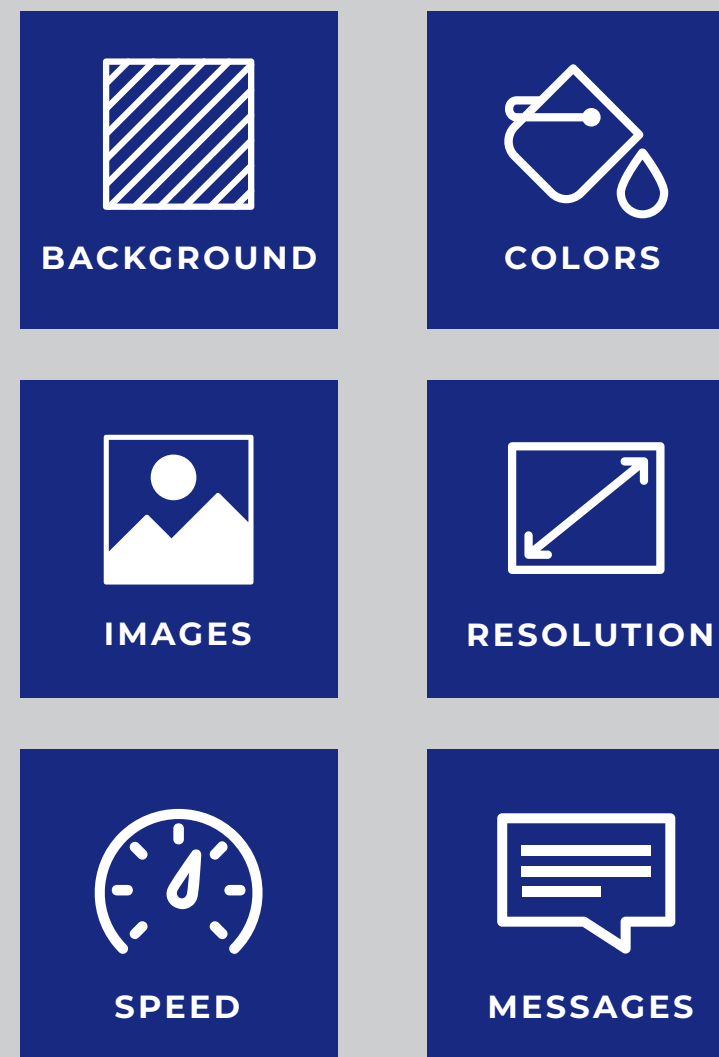




CUSTOMIZE THE CONTENT

Tweet Binder wants its Social Walls to be 100% customizable. This way, it allows users to change the background in a fast and easy way. Furthermore, the appearance, colors, fonts and more can be changed and adapted to the look and feel of the event. One of the most important features is the possibility of fitting the Social Wall into any type of resolution. It can be adapted to a 16:9 or 4:3 screen and even to vertical devices. Social Walls can also be adapted to non-standard screens. Another feature is the speed at which content is displayed; it can be fixed so that tweets or posts stay more or less time in the wall. Finally, the messages the manager sends to the wall can also be customized. For example, during the last talk they can display a message announcing that some appetizers will be served after it.

Customization has always been on Tweet Binder's DNA, we want our technology to be integrated in your events as if it were yours.





EXCLUSIVE FEATURES

Boost all your events

Tweet Binder has implemented its technology at thousands of events. This has given us a lot of expertise that we have reflected in the moderation panel, which counts with some exclusive features. Besides the panic button, the client can send customized messages to warn of something or to give more visibility to the sponsors. One of the most innovative features is the browser inside the moderation panel. It allows the client to filter the content by the criteria he needs to. For example, he can filter the tweets sent by users with more than a specific number of followers or find tweets or pictures that contain certain words. Filtering by type of post is also a possibility, being able to just see pictures sent by a particular user. These are just some of the endless possibilities of the moderation panel. The best thing is for us to talk with you so that we can directly explain all of them.



Tour Manager

Create a unique space where fans can share tweets and pics of the concerts.



Big Events Coverage

Go beyond the Social Wall and amaze your audience with unique experiences.



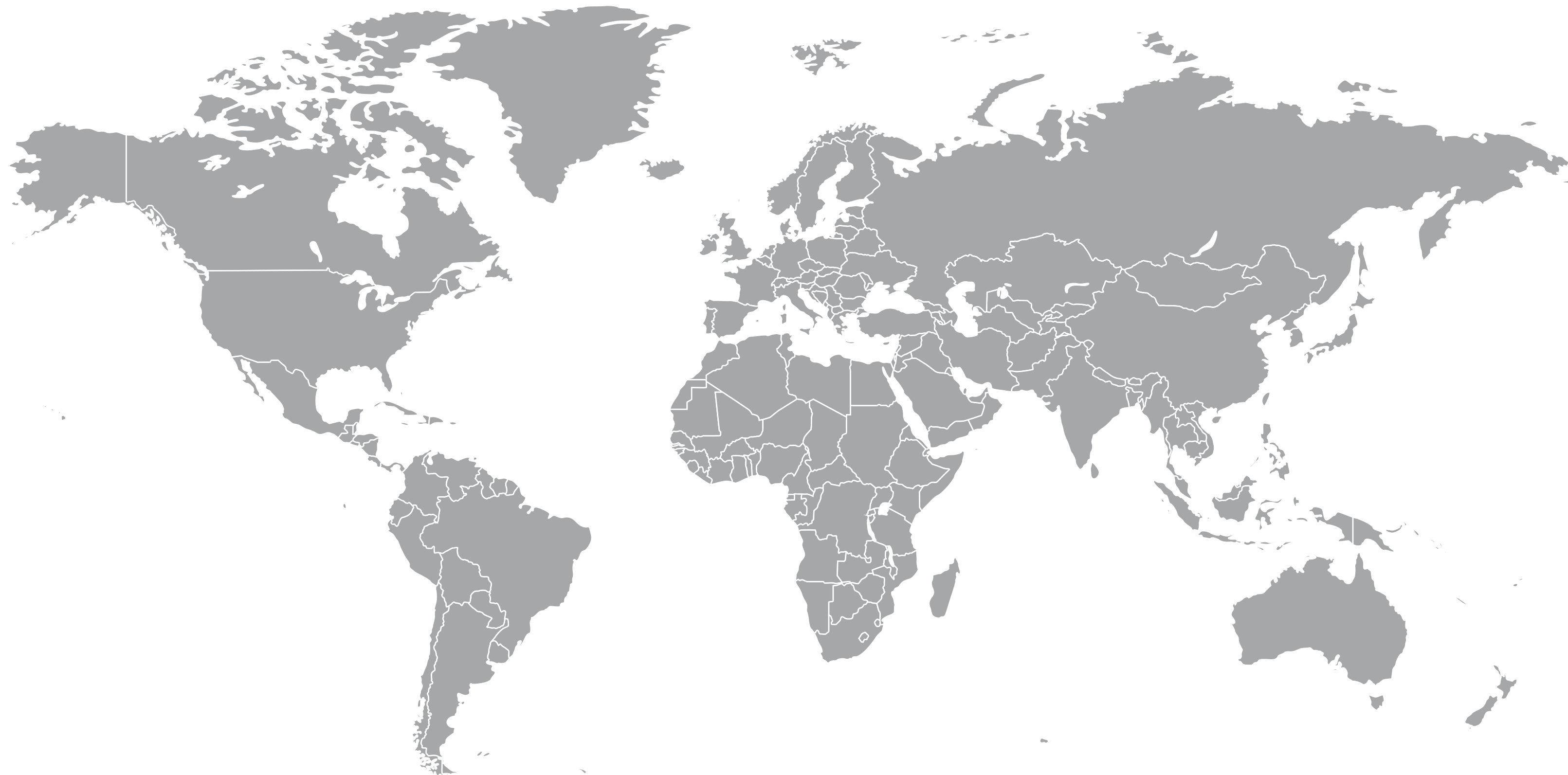
Event Social Manager

Control all the social activity of your events from one place.

WORLDWIDE EVENTS

At Tweet Binder we are very proud of having participated in events in almost every country around the globe. Our experience has made us able to know companies and event organizers who have participated in the development of our technology. From shareholders' meetings or weddings to marketing and sports events and big concerts. Despite the culture differences we were able to see that all of those people in charge of an event want to make everything perfect.

That is the reason why at Tweet Binder we want the client to have control over everything about his Social Wall. Friends from all around the world have been able to give a plus to their events thanks to Tweet Binder.

**7**

years of
experience

+100

templates
used

+2,000

events
completed

10MM

of tweets
processed

TESTIMONIALS FROM CLIENTS



Mindi Sue Sternblitz-Rubenstein
Senior Marketing Director
at Parks Associates

“We love displaying our social media coverage with Tweet Binder’s Twitter Wall at our events! I really recommend the tool and the metrics that they provide. Really great!”



Mathijs Vleeming
Marketing & Communication
Strategist at ICCA

“Thousands of people attend every year to our events and we need a platform capable of displaying real time content. And we also need to have control over that content. We use their technology at our events and in our website as well. Tweet Binder is ideal for tracking, facilitating and amplifying the online conversation around #ICCAWorld events!”



Jac Tang
Digital Marketing Manager,
IELTS at IDP

“The Tweet Binder team has been supporting us with our conference now for the last 3 years. Not only have we become fans of the platform, but we receive positive feedback from our conference delegates too each year about the Tweet Binder wall.”

TRUSTED BY



ABOUT US

Social technology for events

Our technology for events was developed in 2013 and it has been evolving since then thanks to our clients’ opinions and experiences. In the beginning our social walls were just a fall of tweets with no content moderation at all. It was then when we realized how important it was to have a reliable system that displayed content in a controlled and customized way. We have evolved with time and, after being part of a very wide range of events, we can say that there is a little bit of them in our technology. Our client-oriented behavior turns us into a member of your team making each event special.

We always go hand in hand with the client. If there is something that we have learnt over the course of the years, is that every event should be perfect.

CONTACT

@ events@tweetbinder.com

f /TweetBinder

🐦 @TweetBinder

📷 @TweetBinder

Tweet Binder
E V E N T S

TAKE THE CONTROL
OF YOUR EVENTS

www.tweetbinder.com