

# **ASAO Conference 2024 Notes**

## **Social Media, Influencers, Ticket Giveaways**

- ROI on influencers?
- People are paying influencers
- If they are very popular make it a ticketed event because they can be swamped – even if the ticket is free
- Have a special area for a meet and greet
- Helps for the focus to be on an area eg horti
- Schedule them to do stuff, use a buggy if needed ie celeb (or Royal!) treatment
- Make sure its agriculturally relevant
- Pay celebs to come but watch out who! Work them hard since they cost a lot.
- Competition tickets/Other
- Upload competition winners via Excel

### How to respond to comments on social media during the show

- You should respond and moderate where appropriate ie take down hate comments
- Set up a survey to encourage those that want to express their opinions to do so there so it can be harnessed
- Have a crisis comms doc for standard messaging for a range of scenarios