

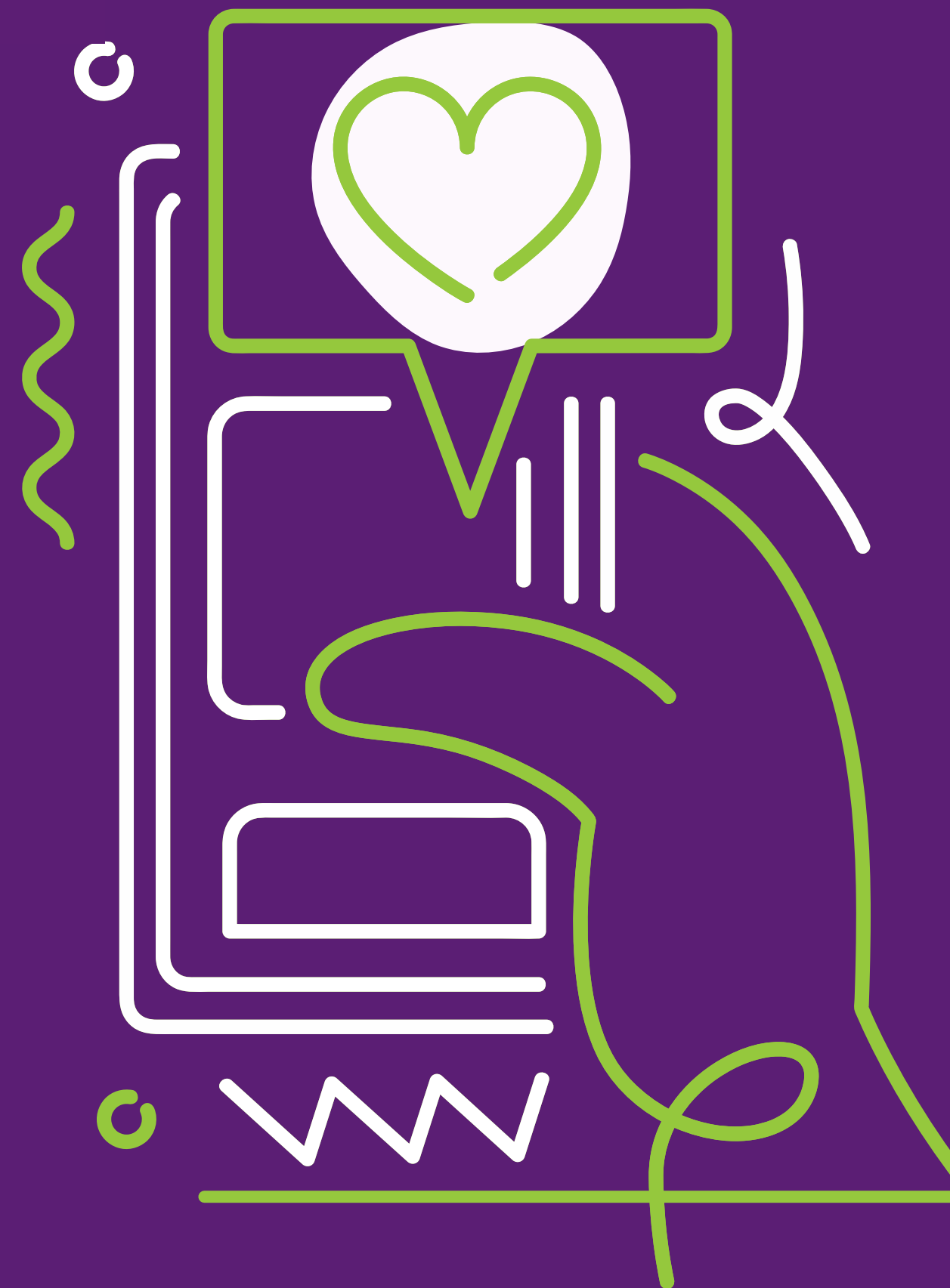
INTERCLIMA

30 sept >> 3 oct
Paris - Porte De Versailles

RX In the business of
building businesses

PRACTICAL GUIDE FOR SOCIAL MEDIA

Your guide to optimise your presence on
social networks

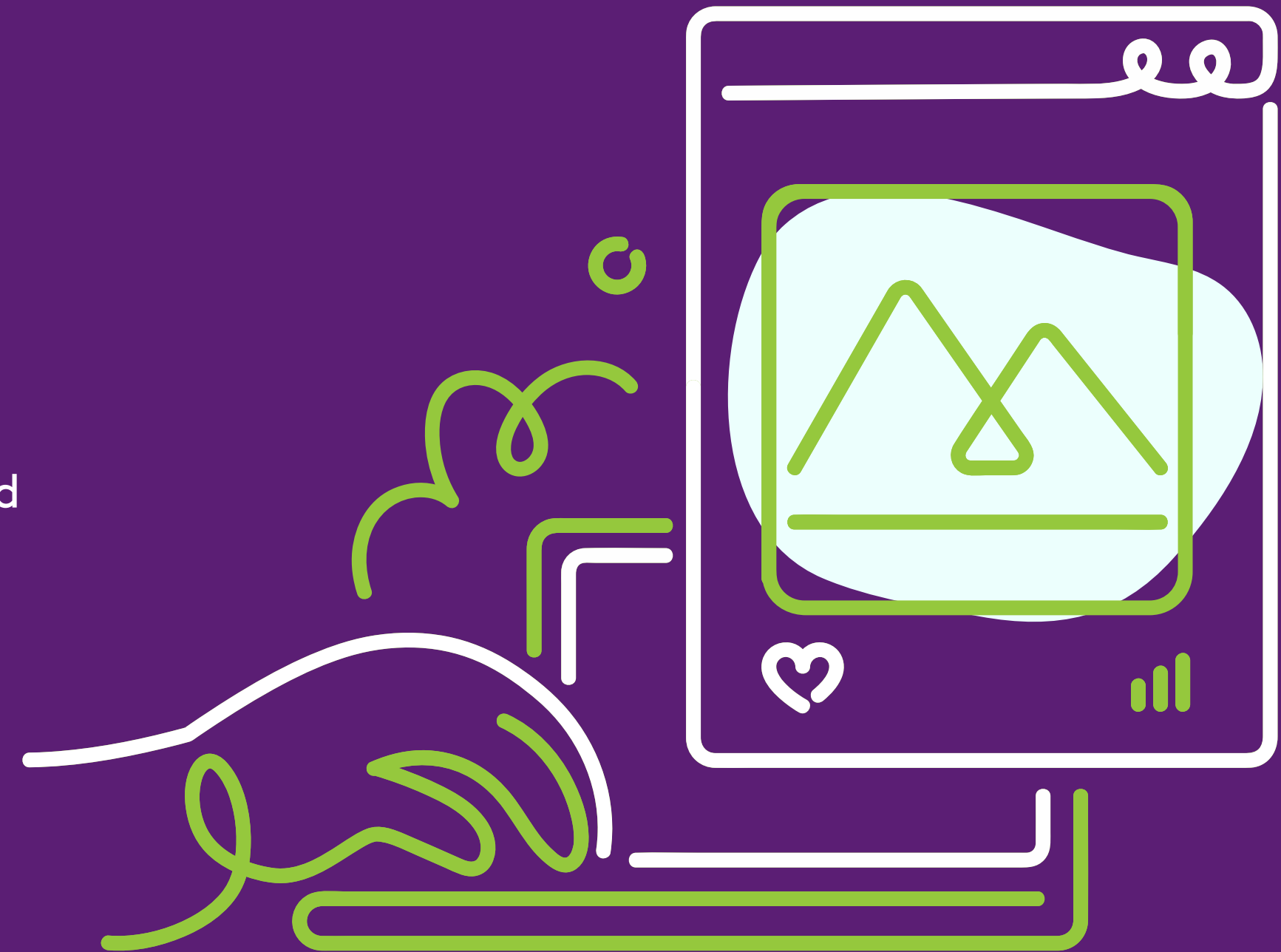


INTRODUCTION

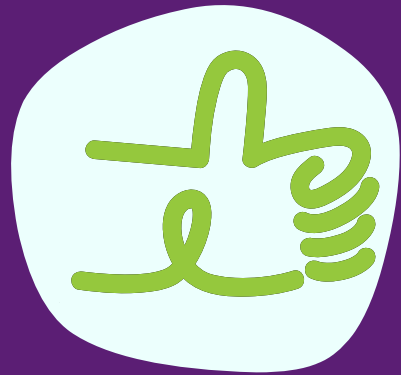
In this best practice guide, we have set out actions to help exhibiting teams promote their attendance at our show.

The goal? Increase your brand visibility at the show, engage your community in advance and invite your prospects and customers to your stand to develop your business network and maximise your ROI.

So here are 6 simple tips to apply for a successful digital experience!

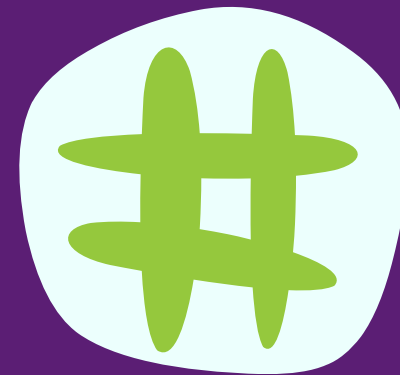


1. INTERACT WITH THE EXHIBITION



Subscribe to the exhibition pages to keep up to date with all the latest show news: program, speakers, events, practical information, videos and behind-the-scenes information, etc.

You can find us on, LinkedIn, Facebook, X and YouTube



Use our hashtags in order to make your posts visible in the exhibition's feed.

#Interclima2024

#Interclima



Tag the exhibition page to notify us about your post. We will be happy to react, like and share your post!

@Interclima

2. GET NOTICED

In order to stand out and increase your chance to be followed, liked and shared by the exhibition, use our official Interclima graphic charter.

All the visuals are available on your exhibitor hub: logos, banners, email signatures, social network illustrations... all the formats are available in the media kit and can be downloaded from now on!

By respecting the show's graphic charter, you'll be maintaining the show's image and officially announcing your participation!



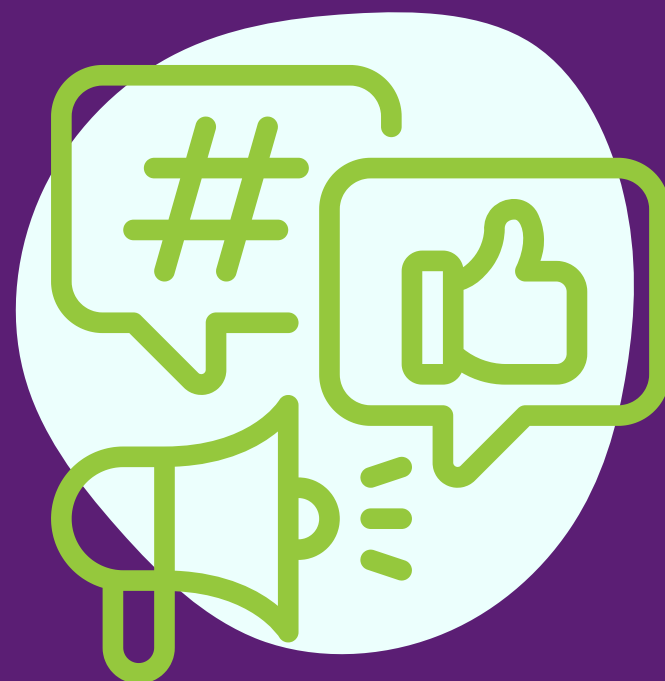
3. PROMOTE YOUR SPEECHES AND EVENTS

You will be giving a speech?

You have planned a special event at the exhibition?

Verbatim, highlights of your speakers or products, invitation to your cocktail parties... etc.

Promote your program with your audience in order to increase visitor traffic on your stand!



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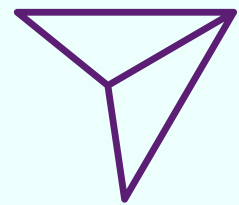
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4. INVITE YOUR CLIENTS AND PROSPECTS



USE YOUR INVITATION LINK

Invite your prospects and customers by adding your e-invitation link to your communications so that your network can benefit from a free badge.

- Available on your exhibitor hub
- Invitations are unlimited! Make the most of it by inviting your network
- Click on the “copy” button of the invitation link that you would like to use on your communication
- Insert the link in your e-mail campaigns or on social networks
- Follow the validated registrations on your exhibitor hub



5. COMMUNICATE ON YOUR PARTICIPATION



A few examples of posts to highlight your participation at Interclima.



@Interclima

👏 We'll be at @Interclima!

🌱⚡ THE professional event for making buildings more economical and comfortable! We look forward to seeing you from September 30th to October 3rd 2024 at Paris Expo Porte de Versailles.

Visit us on the "insert your number" stand to discover our expertise!

🚀 Your free badge: "add your e-invitation link" #Interclima2024

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@Interclima

💡 Join us at @Interclima, THE exhibition dedicated to eco-responsible players in comfort and energy efficiency!

🌱⚡ Want to find out how to make buildings more energy-efficient and comfortable?

💡 We look forward to seeing you from September 30th to October 3rd 2024 on the "insert your number" stand to discover our new products!

📅 Book your free badge: "add your e-invitation link"

#Interclima2024

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6. BRING YOUR POSTS TO LIVE



Encourage your employees to react to your communications on social networks: likes, comments, shares... The more reactions there are, the more visibility your post gains and the higher your engagement rates!

Engage your community in a constructive and light-hearted way by replying to comments and creating dialogues and discussions with your audience: an opportunity to demonstrate your expertise and encourage them to continue the exchange on your stand during the show!



SUMMARY

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INTERACT WITH THE EXHIBITION

2

GET NOTICED

3

PROMOTE YOUR SPEECHES AND EVENTS

4

INVITE YOUR CUSTOMERS AND PROSPECTS

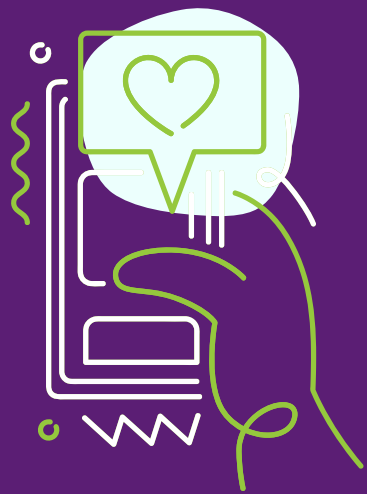
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COMMUNICATE ON YOUR PARTICIPATION

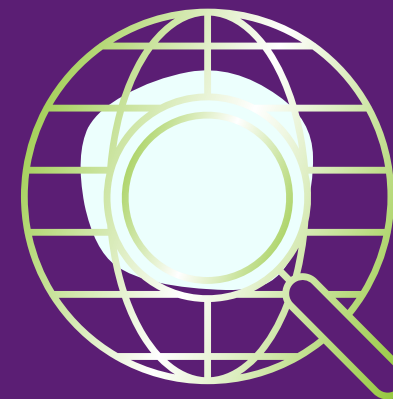
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BRING YOUR POSTS TO LIFE

LET'S CONNECT!



FACEBOOK
LINKEDIN
X
YOUTUBE



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THANK YOU



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30 SEPT - 3 OCT 2024

PARIS - PORTE DE VERSAILLES