



## Transcript of CommsChat, January 9

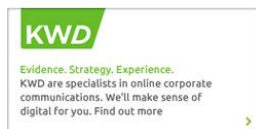
# CommsChat with James Wilkins

A CommsChat discussing how events can extend your brand and bring them to life in front of audiences.

On Monday we were joined by [James Wilkins](#), joint MD at Logistik, which works on comms, events, campaigns and brand experiences for companies such as Natwest, M&S, and Yorkshire Water. Logistik also worked on the experiential campaign behind the launch of the new Ford Focus in 2011, which took in competitions over social media, live music, and multi-platform marketing.

The first CommsChat of 2012 featured discussion on the use of events for internal comms, the use of social media in planning and execution of brand experiences and the pitfalls to be wary of in events for a brand.

CommsChat would like to thank its sponsors.



[KuluValley](#) RT [@Communicatmag](#): RT [@LogistikGroup](#): [@VivAmsterdam](#) [@lizziehthomas](#) [#commschat](#) also remember it is often not what u say but how u feel about what u say -10:24 AM Jan 10th, 2012



[amandacomms](#) [@ThomasJArmitage](#) you should check out [#commschat](#) -11:11 PM Jan 9th, 2012



[SiobhanWilkins9](#) RT [@LogistikGroup](#): Hope you all enjoyed James Wilkins guest

tweeting [#commschat](#) this evening.He now has his own Twitter account. Be sure 2follow [@WilkinsJames](#) -10:49 PM Jan 9th, 2012



[LogistikGroup](#) Hope you all enjoyed James Wilkins guest tweeting [#commschat](#) this evening.He now has his own Twitter account. Be sure 2follow [@WilkinsJames](#) -9:42 PM Jan 9th, 2012



[WilkinsJames](#) RT [@Charlotte\\_Mair](#): Well done [@wilkinsjames](#) [@logistikgroup](#) for being the guest on [#commschat](#) [@communicatmag](#) [@commschat](#) this evening! [#greatwaytocommunicate](#) ! -9:32 PM Jan 9th, 2012



[Charlotte\\_Mair](#) Well done [@wilkinsjames](#) [@logistikgroup](#) for being the guest on [#commschat](#) [@communicatmag](#) [@commschat](#) this evening! [#greatwaytocommunicate](#) ! -9:28 PM Jan 9th, 2012



[Jamesnicholsfry](#) One of these days, I'm going to be actually at my laptop to participate in [#commschat](#) effectively! -9:27 PM Jan 9th, 2012



[LogistikGroup](#) [@AdamAzor](#) [@CommsChat](#) [#commschat](#) thanks Adam. enjoy your evening - 9:13 PM Jan 9th, 2012



[AdamAzor](#) [@LogistikGroup](#) [@CommsChat](#) thanks for the hosting the [#CommsChat](#) . Some good points raised. -9:11 PM Jan 9th, 2012



[jgombita](#) [@Ken\\_Rosen](#) sometimes [#commschat](#) is absolutely fab & relevant. Like the Fleet Street journo guest mods RIGHT AFTER New of the World scandal. -9:10 PM Jan 9th, 2012



[LogistikGroup](#) [@Lizziehthomas](#) [#commschat](#) trendy peers of course! -9:10 PM Jan

9th, 2012



[VivAmsterdam](#) [@LogistikGroup](#) [@lizziehthomas](#) yep, you too! [#commschat](#) -9:08 PM Jan 9th, 2012



[Lizziehthomas](#) RT [@CommsChat](#): As always the transcript will go up tomorrow - and well be back at the same time next week. Good night all [#commschat](#) -9:08 PM Jan 9th, 2012



[LogistikGroup](#) [@Lizziehthomas](#) [@VivAmsterdam](#) [#commschat](#) enjoyed the chat. have a good evening -9:08 PM Jan 9th, 2012



[Ken Rosen](#) [@jgombita](#) Well, they do deserve a tiny bit of Judy once in a while also ;-)  
[#commschat](#) [#usguyschat](#) -9:07 PM Jan 9th, 2012



[Lizziehthomas](#) [@LogistikGroup](#) when they were organised by your trendy peers? Or when they were a desperate bid by those in control to look cool? [#commschat](#) -9:07 PM Jan 9th, 2012



[Jamesnicholsfry](#) [@Communicatomag](#) being aquatinted with the quiz master has its benefits. [#commschat](#) -9:06 PM Jan 9th, 2012



[jgombita](#) ( [@Ken\\_Rosen](#) ) I won't "lurk" [@valeriemorini](#). I simply would give [#commschat](#) a miss that week. Esp. as [#commschat](#) is on at same time. -9:06 PM Jan 9th, 2012



[LogistikGroup](#) [@Lizziehthomas](#) [@VivAmsterdam](#) [#commschat](#) never! i think we all secretly miss them -9:06 PM Jan 9th, 2012



[LizzieThomas](#) RT [@VivAmsterdam](#): [@LizzieThomas](#) oh stop, I hate that...cringeworthy!! [#commschat](#) -9:05 PM Jan 9th, 2012



[LizzieThomas](#) RT [@LizzieThomas](#): consistency ovr transient popularity also reduces the risk of that school disco organised by the teachers feel [#commschat](#) -9:05 PM Jan 9th, 2012



[LizzieThomas](#) school discos! RT [@LogistikGroup](#): [@VivAmsterdam](#) [@LizzieThomas](#) [#commschat](#) what is cringeworthy? [#commschat](#) -9:04 PM Jan 9th, 2012



[Jamesnicholsfry](#) [@LogistikGroup](#) ha, amazing what you can complete on a certain branded iProduct these days! [#commschat](#) -9:04 PM Jan 9th, 2012



[LogistikGroup](#) [@VivAmsterdam](#) [@LizzieThomas](#) [#commschat](#) i loved school discos! -9:04 PM Jan 9th, 2012



[jgombita](#) [@brightmatrix](#) I would ONLY expect civility in a debate between [@paulgailey](#) and you, twin! :- ) [#commschat](#) (who won?) -9:03 PM Jan 9th, 2012



[LogistikGroup](#) [@VivAmsterdam](#) [@LizzieThomas](#) [#commschat](#) what is cringeworthy? -9:02 PM Jan 9th, 2012











[LizzieThomas](#) [@VivAmsterdam](#) a definite pitfall of internal comms events! [#commschat](#) -9:02 PM Jan 9th, 2012







[CommsChat](#) As always the transcript will go up tomorrow - and we'll be back at the same time next week. [#commschat](#) -9:02 PM Jan 9th, 2012

    [LogistikGroup](#) [@VivAmsterdam](#) [@CommsChat](#) [#commschat](#) a fish rocks from the head -9:01 PM Jan 9th, 2012




    [LogistikGroup](#) [@VivAmsterdam](#) [@CommsChat](#) [#commschat](#) absolutely. things will always change but the direction is clear. as the saying goes a fish rocks from -9:01 PM Jan 9th, 2012


    [VivAmsterdam](#) [@Lizziehthomas](#) oh stop, I hate that...cringeworthy!! [#commschat](#) -9:01 PM Jan 9th, 2012





    [CommsChat](#) and that neatly brings us to the top of the hour. A big thanks to [@LogistikGroup](#) and to all those who took part int tonight's [#commschat](#) -9:01 PM Jan 9th, 2012

    [jgombita](#) [@Communicatmag](#) did you ever read my [@boresquare](#) guest post TWO YEARS ago? [#commschat](#) <http://t.co/jVeyHJOc> -9:01 PM Jan 9th, 2012



   [LogistikGroup](#) [@VivAmsterdam](#) [@lizziehthomas](#) [#commschat](#) agree. what will it take? what factors influence and cast get everyone to their -9:00 PM Jan 9th, 2012

    [Communicatmag](#) [@Jamesnicholsfry](#) doesnt everyone think you're cheating and looking up the answers on the web? [#commschat](#) -9:00 PM Jan 9th, 2012

    [Lizziehthomas](#) [@VivAmsterdam](#) consistency over transient popularity also reduces the risk of that school disco organised by the teachers feeling [#commschat](#) -8:59 PM Jan 9th, 2012



[LogistikGroup](#) [@Jamesnicholsfry](#) [#commschat](#) very! i thought there was no such think as multi tasking!/? -8:59 PM Jan 9th, 2012



[paulgailey](#) +1 RT [@jgombita](#) because I'm hearing pushback. B/c I'm finding fewer people (overall) r live-tweeting events, etc. "Recalibration" [#commschat](#) -8:59 PM Jan 9th, 2012



[LogistikGroup](#) [@VivAmsterdam](#) [@lizziehthomas](#) [#commschat](#) before focusing on what you want them 2 do and then show momentum progress. idea of creating purpose -8:58 PM Jan 9th, 2012



[VivAmsterdam](#) [@LogistikGroup](#) [@lizziehthomas](#) oh yes, definitely! Consistency is so powerful - we know this for external comms, but also internal [#commschat](#) -8:58 PM Jan 9th, 2012



[LogistikGroup](#) [@VivAmsterdam](#) [@lizziehthomas](#) [#commschat](#) we have clients that say we have done it and results but is mindset led. change how people think -8:57 PM Jan 9th, 2012



[Jamesnicholsfry](#) Following [#commschat](#) while doing a pub quiz! Multi-tasking master. Surely your impressed? -8:57 PM Jan 9th, 2012



[LogistikGroup](#) [@VivAmsterdam](#) [@lizziehthomas](#) [#commschat](#) i believe so but not through one offs but constant reinforcement and making the why big enough -8:57 PM Jan 9th, 2012



[jgombita](#) [@Communicatomag](#) to be clear: participating in geo-location platforms not the problem. SYNDICATING updates to other platforms is. [#commschat](#) -8:57 PM Jan 9th, 2012



[LogistikGroup](#) [@Lizziehthomas](#) [#commschat](#) people have. its less a bout a big idea and more about a 1 degree change -8:56 PM Jan 9th, 2012



[jgombita](#) [@paulgailey](#) because I'm hearing pushback. B/c I'm finding fewer people (overall) are live-tweeting events, etc. "Recalibration" [#commschat](#) -8:56 PM Jan 9th, 2012



[VivAmsterdam](#) [@CommsChat](#) indecisiveness!!! And not stating the course! [#commschat](#) -8:56 PM Jan 9th, 2012



[LogistikGroup](#) [@Lizziehthomas](#) [@VivAmsterdam](#) [#commschat](#) i think so - i think consistency is a plus especially in the current climate and mindsets people -8:56 PM Jan 9th, 2012



[AdamAzor](#) Where do you start...the beauty of experiential is it's diversity & flexibility, what that does mean is numerous unique pitfalls [#commschat](#) -8:55 PM Jan 9th, 2012



[paulgailey](#) [@jgombita](#) Oh i agree, just wondered why you thought that might happen as in whats diff this yr? [#commschat](#) -8:55 PM Jan 9th, 2012



[VivAmsterdam](#) [@LogistikGroup](#) [@lizziehthomas](#) other factors=leaders/influencers, culture, openness, past experiences, individuals [#commschat](#) -8:55 PM Jan 9th, 2012



[jgombita](#) [@paulgailey](#) P.S. convo on [@metromorning](#) today (including tech columnist) re how obnoxious it is ppl on smartphones in restaurants [#commschat](#) -8:54 PM Jan 9th, 2012



[VivAmsterdam](#) [@LogistikGroup](#) [@lizziehthomas](#) ..but we need other factors to spark that commitment, then we drive it [#commschat](#) -8:54 PM Jan 9th, 2012



[VivAmsterdam](#) [@LogistikGroup](#) [@lizziehthomas](#) can we really "create commitment" in comms function? I think we can put all the pieces in place... [#commschat](#) -8:54 PM Jan 9th, 2012



[jgombita](#) [@paulgailey](#) because people who give their full attention to speakers & the people sitting next to them GET MORE out of an event. [#commschat](#) -8:53 PM Jan 9th, 2012



[Lizziehthomas](#) [@LogistikGroup](#) better to have consistency than transient popularity? [@VivAmsterdam](#) 'pendulum effect'? [#commschat](#) -8:53 PM Jan 9th, 2012



[CommsChat](#) All v exciting. But (T5) what are the pitfalls. where can brands go wrong? [#commschat](#) -8:53 PM Jan 9th, 2012



[Communicatomag](#) [@jgombita](#) I reckon niche-geo will be big in 2012. My fave app of all times - Songkick. Not totally Geo, but geo plays a lрге part [#commschat](#) -8:53 PM Jan 9th, 2012










[AdamAzor](#) [@jgombita](#) absolutely agree, but that's cheap, lazing & boring marketing think about what the smart and clever marketeers will do [#commschat](#) -8:52 PM Jan 9th, 2012



[paulgailey](#) [@jgombita](#) Why do you think that will happen? [#commschat](#) -8:52 PM Jan 9th, 2012









   →    
[LogistikGroup](#) [@Lizziehthomas](#) [@vivamsterdam](#) [#commschat](#) create commitment rather than compliance has to be the ambition. question is what will it take -8:51 PM Jan 9th, 2012

   →    
[jgombita](#) [@AdamAzor](#) all I know is that people who syndicate (or "push") their geo-location updates into Twitter, etc. are spamming folks. [#commschat](#) -8:51 PM Jan 9th, 2012





   →    
[LogistikGroup](#) [@Lizziehthomas](#) [@vivamsterdam](#) [#commschat](#) definitely and a technique we use heavily - links to idea of flip thinking from harvard. create -8:50 PM Jan 9th, 2012

   →    
[Communicatemag](#) RT [@LogistikGroup](#): [@VivAmsterdam](#) [@lizziehthomas](#) [#commschat](#) also remember it is often not what u say but how u feel about what u say -8:50 PM Jan 9th, 2012

   →    
[VivAmsterdam](#) [@LogistikGroup](#) [@lizziehthomas](#) Haha, yes, having been through lots of org change in many companies, I have accepted this [#commschat](#) -8:50 PM Jan 9th, 2012

   →    
[AdamAzor](#) [@jgombita](#) please don't think foursquare is geo, what geo tech will allow us to do in the future is very exciting... [#commschat](#) -8:49 PM Jan 9th, 2012



  →    
[Communicatemag](#) [@LogistikGroup](#) As with all comms - authenticity is key. [#commschat](#) - 8:48 PM Jan 9th, 2012

   →    
[LogistikGroup](#) [@VivAmsterdam](#) [@lizziehthomas](#) [#commschat](#) also remember it is often not what u say but how u feel about what u say -8:48 PM Jan 9th, 2012



[jgombita](#) My bold prediction for 2012 [@LogistikGroup](#): at events people are going to start LIVING IN THE MOMENT more, less online :-P [#commschat](#) -8:48 PM Jan 9th, 2012



[LogistikGroup](#) [@VivAmsterdam](#) [@lizziehthomas](#) [#commschat](#) have it all worked out and that fluid comms with a clear narrative delivered authentically is key -8:47 PM Jan 9th, 2012



[LogistikGroup](#) [@VivAmsterdam](#) [@lizziehthomas](#) [#commschat](#) yes ultimately but one big but... get comfortable that things will change, you won't have it all -8:46 PM Jan 9th, 2012



[Lizziehthomas](#) [@Logistikgroup](#) [@vivamsterdam](#) using social media and co-creation from the start could reduce the 'us vs them' feel on the day? [#commschat](#) -8:46 PM Jan 9th, 2012



[Jamesnicholsfry](#) [@CommsChat](#) [@adamazor](#) that is actually a really good point that I hadn't even thought about! [#commschat](#) -8:46 PM Jan 9th, 2012



[CommsChat](#) RT [@LogistikGroup](#): [#commschat](#) what gets focused by internal people is what gets measured, seen, recognised and done. [#commschat](#) -8:46 PM Jan 9th, 2012



[LogistikGroup](#) [@CommsChat](#) [#commschat](#) therefore this can help sustain, create proof and evidence so people start changing their belief systems. -8:45 PM Jan 9th, 2012



[jgombita](#) [@AdamAzor](#) [@CommsChat](#) ack. [@boresquare](#) is such a turn off for me. A disincentive, not an incentive. [#commschat](#) -8:45 PM Jan 9th, 2012



[CommsChat](#) RT [@AdamAzor](#): Social is glue tht forms th feedback loop.. use it to arrange events, interact at events & seed content post events [#commschat](#) -8:44 PM Jan 9th, 2012



[LogistikGroup](#) [@LogistikGroup](#) [@CommsChat](#) [#commschat](#) what gets focused by internal people is what gets measured, seen, recognised and done. social media -8:44 PM Jan 9th, 2012



[VivAmsterdam](#) [@LogistikGroup](#) [@lizziehthomas](#) so answer is make decision, stick to it, consistently communicate across all channels and leaders [#commschat](#) -8:44 PM Jan 9th, 2012



[AdamAzor](#) [@CommsChat](#) one of it's uses & that can unlock, pardon the pun, some interesting activity, however geo is only a small part of it [#commschat](#) -8:44 PM Jan 9th, 2012



[VivAmsterdam](#) [@LogistikGroup](#) [@lizziehthomas](#) but where it goes wrong is when employees feel the pendulum effect, when org changes direction [#commschat](#) -8:43 PM Jan 9th, 2012



[LogistikGroup](#) [@CommsChat](#) [#commschat](#) this can truly allow you to put audience first, for them to co-create with you, amplify and give longevity -8:42 PM Jan 9th, 2012

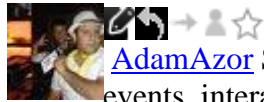


[CommsChat](#) [@AdamAzor](#) through geolocational? [#commschat](#) -8:42 PM Jan 9th, 2012



[VivAmsterdam](#) [@LogistikGroup](#) [@lizziehthomas](#) my experience would tell me that everyone actually wants that (to have more to but into) but... [#commschat](#) -8:42 PM Jan 9th,

2012



[AdamAzor](#) Social is the glue that forms the feedback loop... we use it to arrange events, interact at events & seed content post events [#commschat](#) -8:41 PM Jan 9th, 2012



[LogistikGroup](#) [@VivAmsterdam](#) [@lizziehthomas](#) [#commschat](#) more than their job, buy into something bigger. objectives and targets not exciting -8:40 PM Jan 9th, 2012



[LogistikGroup](#) [@VivAmsterdam](#) [@lizziehthomas](#) [#commschat](#) the answers and need to gain more collective responsibility. so how do we get people to buy into -8:40 PM Jan 9th, 2012



[AdamAzor](#) Social & I would say specifically social interaction via mobile has been one of the most exciting integrations into experiential [#commschat](#) -8:40 PM Jan 9th, 2012



[LogistikGroup](#) [@VivAmsterdam](#) [@lizziehthomas](#) [#commschat](#) pleased you agree. think that the idea of co-authorship is important as leaders often don't have -8:39 PM Jan 9th, 2012



[CommsChat](#) Lets move to T4, How can social media help with the planning and execution of brand experiences? has SoMe changed experiential [#commschat](#) -8:38 PM Jan 9th, 2012



[jgombita](#) [@Ken\\_Rosen](#) if that's what the majority of [#usguyschat](#) people want--go for it. But I probably won't "attend" those. Esp. if [#commschat](#) good! -8:38 PM Jan 9th, 2012



[CommsChat](#) just gone past the halfway point - so a quick thanks to sponsors [@mynewsdesk](#) [@CisionUK](#) [@kwdigital](#) and [@WolfstarPR](#) [#commschat](#) -8:37 PM Jan 9th, 2012



[ravimotha](#) [@AdamAzor](#) [#commschat](#) that's because it is the most directly connected to user reaction -8:37 PM Jan 9th, 2012



[LogistikGroup](#) [@VivAmsterdam](#) [@CommsChat](#) [#commschat](#) facilitate the conversation you want. i call it the Guinness effect. give people 70% and they work out -8:36 PM Jan 9th, 2012



[LogistikGroup](#) [@VivAmsterdam](#) [@CommsChat](#) [#commschat](#) how to do things but internally we don't make the why big enough for people. experiential can help -8:36 PM Jan 9th, 2012



[VivAmsterdam](#) [@LogistikGroup](#) [@lizziehthomas](#) I agree! We all know, first thing employees want to know is: what does this mean for me? [#commschat](#) -8:35 PM Jan 9th, 2012



[LogistikGroup](#) [@VivAmsterdam](#) [@CommsChat](#) [#commschat](#) agree and also think the question of is the why big enough for people is key. most people know how to - 8:35 PM Jan 9th, 2012



[LogistikGroup](#) [@VivAmsterdam](#) [@lizziehthomas](#) [#commschat](#) 3 levels of loyalty. 1st one always to yourself, 2nd to team, 3rd to business as a whole -8:33 PM Jan 9th, 2012







[VivAmsterdam](#) [@CommsChat](#) [@logistikgroup](#) for major campaigns, being there at beginning is key...but sometimes you can pick smthing up quickly [#commschat](#) -8:33 PM Jan 9th, 2012







[LogistikGroup](#) [@VivAmsterdam](#) [@lizziehthomas](#) [#commschat](#) i think looking at it through a particular lens helps or by really focusing on the 3 levels of -8:33 PM Jan 9th, 2012







[CommsChat](#) RT [@LogistikGroup](#): also i believe in low tech even no tech. strip it back, get good at storytelling and truly engaging [#commschat](#) -8:32 PM Jan 9th, 2012





    [LogistikGroup](#) [@AdamAzor](#) [#commschat](#). agree but focus on what you want out of is key and i think directed self immersion works. -8:32 PM Jan 9th, 2012





    [VivAmsterdam](#) [@LogistikGroup](#) [@lizziehthomas](#) for internal events, I often start with what we need from employees post-event - Action, pride... [#commschat](#) -8:31 PM Jan 9th, 2012





    [LogistikGroup](#) [@VivAmsterdam](#) [@Lizziehthomas](#) [#commschat](#). can be a great way when internally communicating external marketing. internal needs 2 b more honest - 8:31 PM Jan 9th, 2012

    [CommsChat](#) [@VivAmsterdam](#) [@LogistikGroup](#) when youre taking external message internal where do ustart? Presumably shld be there at beginnning [#commschat](#) -8:31 PM Jan 9th, 2012

    [LogistikGroup](#) [@VivAmsterdam](#) [@Lizziehthomas](#) [#commschat](#) also i believe in low tech even no tech. strip it back, get good at storytelling and truly engaging -8:30 PM Jan 9th, 2012

    [AdamAzor](#) Internal audiences can be a cynical bunch & experiential is one of the most engaging and rewarding types of comms available [#commschat](#) -8:29 PM Jan 9th, 2012

    [VivAmsterdam](#) [@Lizziehthomas](#) use everything but ppt - product displays/tests, videos, socialcast - to get employees on the inside track [#commschat](#) -8:28 PM Jan 9th, 2012

    [CommsChat](#) RT [@LogistikGroup](#): genuine understanding and a sense of desire, passion and purpose [#commschat](#) -8:27 PM Jan 9th, 2012



[CommsChat](#) RT [@LogistikGroup](#): don't think its best tool in isolation. narrative needs to be joined up but experiential can help create [#commschat](#) -8:27 PM Jan 9th, 2012



[LogistikGroup](#) [@Lizziehthomas](#) [@VivAmsterdam](#) [#commschat](#) steal from the real world - news, magazines, children's books, radio. thinks we pay for, give time 2 -8:27 PM Jan 9th, 2012



[LogistikGroup](#) [@Lizziehthomas](#) [@VivAmsterdam](#) [#commschat](#) by starting with what the audience want to hear and how they want to hear it. also steal from the -8:26 PM Jan 9th, 2012



[CommsChat](#) [@LogistikGroup](#) dont forget to use the hashtag, James. James has made some good points, off group. [#commschat](#) -8:25 PM Jan 9th, 2012



[LogistikGroup](#) [@AdamAzor](#) [@simonsanders](#) [#commschat](#) this is good as well <http://t.co/wkKFay0a> -8:22 PM Jan 9th, 2012



[Lizziehthomas](#) [@VivAmsterdam](#), so how do you avoid death by Powerpoint in your internal events? [#commschat](#) -8:22 PM Jan 9th, 2012



[CommsChat](#) [@VivAmsterdam](#) Hi Viv. Welcome to CommsChat. [#commschat](#) -8:21 PM Jan 9th, 2012



[AdamAzor](#) [@LogistikGroup](#) good point If not u either have 2 create an experience around the brand not product or maybe not use experiential [#commschat](#) -8:20 PM Jan 9th, 2012



[VivAmsterdam](#) [@CommsChat](#) hi! I'm involved in internal comms events, translating external campaigns so that employees get similar experience [#commschat](#) -8:19 PM Jan 9th, 2012



[CommsChat](#) Which neatly takes us, James, to internal. How can you use experiential to reach internal audiences? Is it best tool? [#commschat](#) -8:19 PM Jan 9th, 2012



[AdamAzor](#) [@simonsanders](#) impressive & great understanding of the ability to use experiential to leverage content to increase reach online [#commschat](#) -8:18 PM Jan 9th, 2012



[CommsChat](#) The experiential campaign I saw that was fabulous was KLMs Livereply video. Internal engagement & external comms. was brilliant [#commschat](#) -8:18 PM Jan 9th, 2012



[LogistikGroup](#) [@AdamAzor](#) [#commschat](#) always helps when there is confidence in the product that if you get in peoples hands they will buy. what if not? -8:17 PM Jan 9th, 2012



[simonsanders](#) [@CommsChat](#) Coke got Maroon 5 to write, record new song in 24 hr studio session. Input via users online <http://t.co/Y6A5nqgp> [#commschat](#) -8:15 PM Jan 9th, 2012



[AdamAzor](#) One of BD big experiential clients is Nintendo We have done lots with the Wii as the product's nature supports the discipline well [#commschat](#) -8:14 PM Jan 9th, 2012



[AdamAzor](#) Whats important with experiential, is like any other marketing discipline, it has to the right to way to answer the brief. [#commschat](#) -8:12 PM Jan 9th, 2012





[CommsChat](#) Who here tonight is involved in events? How does it compare to other tools in the comms toolbox? [#commschat](#) -8:10 PM Jan 9th, 2012



[AdamAzor @CommsChat](#) I believe it was activated in nearly every market. However what's impressive was the experiential became the ATL focus [#commschat](#) -8:09 PM Jan 9th, 2012



[LogistikGroup @AdamAzor #commschat](#) very clever and think it can be easily applied to other sectors and the concept to internal audiences -8:08 PM Jan 9th, 2012



[CommsChat @AdamAzor](#) How global was that? is there a problem with music events - no matter what you're always going to alienate someone? [#commschat](#) -8:08 PM Jan 9th, 2012



[Lizziehthomas](#) I'm Lizzie, staff writer at Communicate Magazine, welcome to CommsChat [@AdamAzor](#) and [@LogistikGroup #commschat](#) -8:07 PM Jan 9th, 2012



[AdamAzor @LogistikGroup](#) Thank you... not one I personally worked on but we're very proud of it as an agency. Lots of paper work to activate! [#CommsChat](#) -8:07 PM Jan 9th, 2012



[LogistikGroup @AdamAzor #commschat](#). congratulations on peugeot then! loved it -8:06 PM Jan 9th, 2012



[CommsChat @AdamAzor](#) Hi Adam [#commschat](#) -8:05 PM Jan 9th, 2012



[CommsChat @simonsanders](#) I missed the Coke event. Probably the wrong demographic ;- ) what happened Simon? [#commschat](#) -8:05 PM Jan 9th, 2012



[AdamAzor](#) The one big experiential campaign that can't be ignored is the Smirnoff Nightlife exchange. Massive investment on a global basis [#commschat](#) -8:05 PM Jan 9th, 2012



[AdamAzor](#) Hi I'm Adam, senior account director at integrated agency BD Network [#commschat](#) -8:04 PM Jan 9th, 2012



[CommsChat](#) So [@simonsanders](#) has already kickd off with Cokes event, but [@WilkinsJames](#) wt events that yv seen have captured your imagination [#commschat](#) -8:03 PM Jan 9th, 2012



[Charlotte Mair](#) RT [@AdamAzor](#): Interested by tonight's [#CommsChat](#) on experiential brand communications. If you're also interested... why not join in 8-9pm. -8:02 PM Jan 9th, 2012



[CommsChat](#) But please precede with a quick intro as to your name and where youre from [#commschat](#) -8:01 PM Jan 9th, 2012



[CommsChat](#) For those new to commschat, feel free to take part when the mood takes you - everyones a friendly bunch. [#commschat](#) -8:01 PM Jan 9th, 2012



[CommsChat](#) We're joined by [@WilkinsJames](#) from [@logistikgroup](#) Welcome James. We're talking comms & that buzzword of the day - experiential [#commschat](#) -8:00 PM Jan 9th, 2012



[CommsChat](#) It's 8pm (uk time) I'm Andrew Thomas, publisher of Communicate & producer of CommsChat. Welcome to 2012's 1st [#commschat](#) -8:00 PM Jan 9th, 2012



[simonsanders](#) [@CommsChat](#) - goes back a few months but the Coke / Maroon 5 was wonderful. For virtual audiences obviously only of course... [#commschat](#) -8:00 PM Jan 9th, 2012



[CommsChat](#) 5 - What are the pitfalls to be wary of in events for a brand? [#commschat](#) -7:58 PM Jan 9th, 2012



[Stoopish](#) Right, time for some [#commschat](#) -7:57 PM Jan 9th, 2012



[CommsChat](#) 4 - How can social media help with the planning and execution of brand experiences? [#commschat](#) -7:57 PM Jan 9th, 2012



[CommsChat](#) 3 - Do live events still have a place when it comes to talking to investors? [#commschat](#) -7:57 PM Jan 9th, 2012



[CommsChat](#) 2 - How can you use events to reach internal audiences as well as for marketing purposes? [#commschat](#) -7:57 PM Jan 9th, 2012



[CommsChat](#) Before we start - here are tonights points to be covered. 1 - What are the best live events that brands have put on recently? [#commschat](#) -7:57 PM Jan 9th, 2012



[CommsChat](#) CommsChat starts in 5 minutes. We'll be joined by [@WilkinsJames](#) from [@logistikgroup](#) & we're talking about comms and live events [#commschat](#) -7:56 PM Jan 9th, 2012