

Case Study: EUREKA Innovation Days In Lisbon, Portugal

How Can A Blogactiv.eu Event Blog Boost Your Communication Strategy?

By combining video and blogging technologies, Blogactiv offers a way to enhance the communication strategy for your event and create a permanent online record.

Communicating Innovation...

In June 2009, the annual EUREKA Innovation Days was hosted at the Fiera Internaciona de Lisboa, Portugal. The event included a Ministers Day where the annually rotating Chair was passed from Portugal to Germany.

Blogactiv attended the event and conducted over 20 video interviews with exhibitors and several high-profile participants including European Commissioner Janez Potočnik (*right*).

The videos were uploaded to YouTube.com and from there to Blogactiv.eu. Syndication of content to EurActiv.com and the EurActiv CrossLingual Network provided a wider audience which was then improved by Google search engine listings.



Luuk Borg, Director, EUREKA Secretariat

What Did Our Client Think?

Luuk Borg from EUREKA Secretariat says:

“During 18-20 June 2009, at the Eureka Innovation Days event in Lisbon, Blogactiv conducted over 20 interviews with our high-profile attendees and exhibitors. They built our blog, populated it with video content taken at the event and helped to promote it. This cooperation helped to promote the event on EurActiv.com as well. The Blogactiv team was very professional, hard-working and took great initiative to approach not only the high level stakeholders but also a considerable number of our membership for interviews. EUREKA is very pleased with the results.”

You can find the blog at <http://eureka-innovation.blogactiv.eu>. To learn how a Blogactiv event blog can help your organisation or event, please contact one of the following people:



EurActiv.com PLC
Stuart Langridge
Rick Zedník
Christophe Leclercq
Julian Oliver

blogs@euractiv.com tel. +32 (0)2 788 36 67
deputyceo@euractiv.com (0)2 226 58 12
publisher@euractiv.com (0)2 226 58 13
secgen@euractiv.com (0)2 226 58 25



International Press Centre • 1 Bd. Charlemagne • B-1041 Brussels • General: +32 (0)2 226 58 10

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