

Case Study: The 2nd Forum for the Future of Agriculture

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

Blogactiv offers your organisation an innovative way of making your event or subject reach a much wider audience. By using the power of blogging and Web 2.0 to communicate, it is possible to reach interested online audiences that are currently using different parts of the web.

A Great Example...

In March 2009, Blogactiv attended the 2nd Forum for the Future of Agriculture at Biblioteque Solvay, Brussels. FFA was organised jointly by Syngenta and the European Landowners' Organization. The theme of the event was Food Security and hosted a number of high-profile speakers including Nobel Prize winning economist Paul Krugman (*right*).

The organisers goal was to highlight the potential problems faced by Europe in guaranteeing food supplies in the future and the impact this will have on agriculture.



Blogactiv filmed a number of interviews with event participants and posted them onto the event blog via YouTube.com. This provided an online record of the event that everyone involved can refer to in the future.

The video interviews were able to gain visibility among the Blogactiv.eu audience, via RSS syndication to EurActiv.com and EurActiv's CrossLingual Network, to visitors on YouTube.com and by high-ranking search engine listings in Google. The interview with Paul Krugman has been viewed several thousand times.



Dr John Atkin, COO of Syngenta

What Did Our Client Think?

FFA event organiser Mark Titterington says:

"In March 2009, at the 2nd Forum for the Future of Agriculture in Brussels, Blogactiv conducted over 20 interviews with our speakers, moderators and attendees. They built our blog, populated it with video content taken at the event and helped to promote it. This was a significant part of our outreach strategy. Internally, we were unconvinced about the idea of a blog, but we are all now converted. I believe that we got out much more than we put in."

Mark Titterington, Director of European Public Affairs, Syngenta

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



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