

Lecture: Friday | July 6st, 2018 | 10:15 a.m. – 11:00 a.m.

Sònia Graupera

Fira Barcelona, Barcelona



Best Practice: Sales

Lecture Title:

“Enhance your events & sales with social media”

Content of the Lecture:

How to interact with your customers, exhibitors, visitors and speakers before, during and after an event. Plan your social media strategy in the way that helps you to multiply the ROI. Engage partners and clients as they would be part of the organization
Find new clients, new profiles via Instagram, Twitter, Facebook
Information is going out, communication is going through two ways, not only one direction

CV of Sònia Graupera

Sònia Graupera works since 18 years in the Fira Barcelona as International Relations Director, she works with the international strategy of the shows organized by Fira Barcelona. She also contributes to the social media planning of the company. Graupera also teaches in two masters degrees: marketing for events in Euroaula University and as well about Communication for luxury travel in Eserp University. Sònia Graupera is an avid traveler and has a blog since 15 years dedicated to luxury hotels and destinations. She is best known for her social media skills and as personal branding specialist. She also collaborates in several media with articles on MICE, Marketing and Luxury Travel. Follow her on Twitter @Graupix and on Instagram @LuxeGraupix