Frankfurter Buchmesse
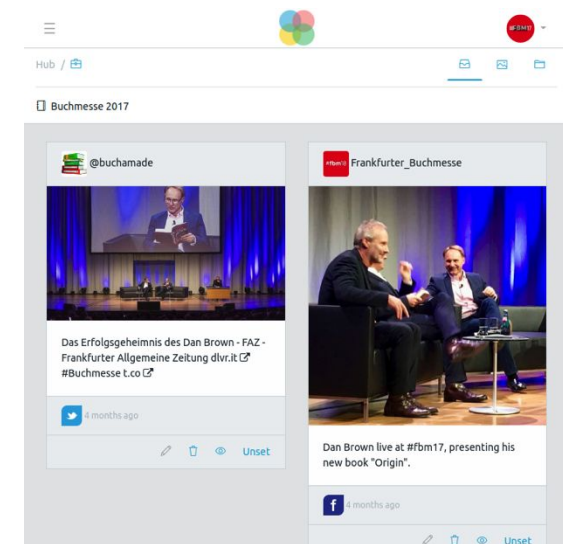
FRANKFURTER BUCHMESSE

The Frankfurt Book Fair (www.book-fair.com) is the most important international marketplace for content of all kinds - from novels and children's books to academic databases and stories for films, games and virtual reality experiences. Publishing professionals from around the world meet here with partners from the technology sector and from related creative and cultural industries, sparking new partnerships. At the same time, the fair is a major cultural event: 7,300 exhibitors from over 100 countries, 285,000 visitors, 4,000 events and 10,000 journalists and bloggers in attendance make Frankfurter Buchmesse the world's largest trade fair for publishing, putting Frankfurt in the spotlight of of the international media world every October.

Problem and Task: With such a rich programme, documenting the myriad important moments during the five days of the fair is a very time-consuming task. Digital conversation is happening on a multitude of channels, and the ability to detect and react quickly to topics of discussion is crucial. After the event it is necessary to conduct an analysis of the social media activities for better planning of future editions. The communication team was looking for tools that can help them solve these challenges.

Solution: Using the EMMA tool the communication team was able to automatically collect social media posts and create an extensive archive that could be later searched for information, and used to gain new insights. The tool collected social media posts with previously defined hashtags (more than eight of them), as well as posts from the official social media accounts. The extensive and searchable archive contained over 14,000 posts.