

# CONTEC MÉXICO

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SHARING INNOVATION

18, 19 Y 20 DE JUNIO 2018 CDMX

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FRANKFURTER  
BUCHMESSE

#ContecMexico18

# CONTEC MÉXICO

CONTEC MÉXICO ([www.contec-frankfurt.com](http://www.contec-frankfurt.com)) is an annual conference in Mexico City organised by Frankfurter Buchmesse. The two-day event brings together professionals from the Spanish-speaking publishing world and international experts from neighboring industries. Keynotes, workshops and discussions focus on topics like new business models, online platforms, apps, new narrative approaches, enhanced books and new marketing tools.

**Problem and Task:** It is important to keep the CONTEC MÉXICO website up to date and attractive prior to the conference when speakers and sessions are announced, as well as during the conference. After the event, it is crucial to show the highlights and to give attendees and interested persons an impression of the conference.

**Solution:** To solve this challenge, the EMMA tool was used to continuously provide interesting and up to date content on the conference's website. A social wall showed the latest posts from the official CONTEC MÉXICO social media channels prior to and during the event. Afterwards, a photo gallery based on the EMMA tool was included to show impressions of CONTEC MÉXICO.



*“EMMA is a very intuitive tool that enables collecting all kinds of information coming from different channels into one single tool. It has additional features, such as the gallery function, that are perfect for those who might not be experts in programming. The good thing about EMMA is that it leaves a lot of things to be discovered.”*

- Pablo Arias, Associate Partner Business Development at Frankfurter Buchmesse and website administrator of [www.contec-frankfurt.com](http://www.contec-frankfurt.com)



#### THANKS FOR BEING AT CONTEC

Thanks to all attendees, speakers, partners and sponsors of CONTEC México. We want to specially thank to [Storytel](#).  
More than 225 people attended the opening held at the [UNESCO](#) and both days dedicated to conferences, round tables and workshops organized at the [Centro Cultural de España en México](#). Moreover, there were thousands of viewers following CONTEC on the streaming channels.  
Here some impressions of CONTEC 2018.



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