



## Veranstaltungsdetails

### Keynote: Thumbstopping: The Case to Make More Content That Moves, Sings, and Smiles

Datum	Zeit	Ort
6. März 2020	11:00 - 11:45 Uhr	CityCube Berlin, Cube Club

#### Key Insights:

- Unpack the Four C's of Communication and how they manifest into three desirable results that benefits brands and audiences together.
- Create content that adds value to your audiences – rather than adding to the noise of social media feeds.
- Video and voice are today's dominate mediums for messaging, yet they are underutilized by most brands and agencies.

#### Takeaways:

- How to use different types of content to capture attention and drive engagement with your audience.
- Understand the differences between social media posts and stories, or snaps and TikToks, and when to use them.
- Know which mobile apps and tools you can start using immediately to create videos, voice, and personalized content.

*Die Session findet auf Englisch statt!*

Social Media Instagram Video Marketing Voice Mobile Destination Management Marketing

#### Referentin:

[Lauren Teague](#), Digital Native, Strategist, Speaker