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What does media success look like to Senior Company/Organization Leaders





Is your company's voice present in essential conversations around trends/fresh ideas







Are you focussed on where Media is -- and should be focussing on your Brand





As Journalists roles change, are you changing what you're providing?







Senior Editor; Engadget Chinese Editor-in-chief

Richard Lai



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Richard's love for gadgets was probably triggered by an electric shock at the age of five while poking his finger into power sockets for no reason. Since then he has managed to destroy a few more desktops and phones until he was sent to England to start secondary education. Somehow he ended up in London, where he had the golden opportunity to buy a then senior editor a pint of lager, and here we are. Follow Richard around in electronic stores and you will witness some intense exchanges between him and the sales reps.

More Journalists creating their own videos -- focus on micro-content as they cover Trade Shows

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Case Study - Microdesk

Problem - standing out at conferences

Solution - customer video theme - create visual stories that stand out Pre-conference -- repurposed and distributed client client success stories During Conference -- interviewed attendees

Distributed videos on optimized micro-publishing sites (MPage)
Videotaped demos at conference booth

Video + Publishing = 74% of microsite
visitors viewed video
40% completed video views
47% C-T-R of visitors to Mpage
22% of campaign revenue attributable
to video/microsite combination





Road leads to Microdesk being recognized as thought leaders on:







Technology

20 Years of Marodesk

Microdesk

WE SOLD EVERYTHING FROM SOLTWARE TO

1994

n consultancy firm, recently celebrated its 20th anniversary. Mike DeLacey, founder of Microdesk, talked with GeoDataPoint 's growth and success as well as how the industry has evolved since Microdesk began. He also shares his insights on new lected changes in architecture, engineering and construction (AEC) design over the next 20 years.

n 1994 as "Microdesk of New England," where it built and sold its own hardware and software for the design industry. In s officially changed to Microdesk, Inc. as it expanded to the west coast.

gest changes you've seen within the industry?

ok backward, the most significant changes have been around design, culture and technology. Twenty years ago, technology il, handed down to IT directors and, back in the day, CAD managers.

level executives in design are paying attention to technology, seeing it as an absolute necessity when tackling challenges we past seven to eight years, BIM has been getting attention from exectives across the board."

rends you've seen that still growing?

gone from 2D to 3D in the world of construction. That trend accelerates a bit every year. Many places have 3D modeling manuates in place. There has been an aggressive push by institutional owners to push design and construction. We're seeing more organized 3D models. There has been a broadening use of information with design data, which is more seamlessly flowing into the fabrication process.

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topics aec, microdesk, technology



Big Ideas Travel





Analyze branded content performance by

- author
- topic
- format





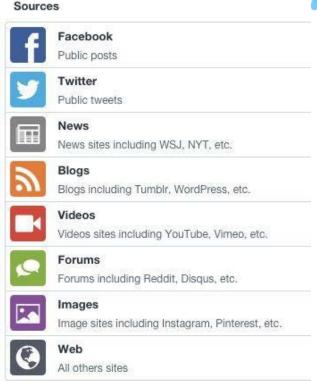
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Daily email alerts -

- Google Alerts
- Mention

(https://en.mention.com/)



Monitor the brand or product website? (optional)

http:// www.prnewsonline.com/

Track this URL, but exclude mentions coming directly from the website itself. (This is great if you're tracking your own product or brand website and don't want to receive your own updates.)



The keyword can only contain alpha-numeric characters

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HASHTAGS ARE THE NEW NEWS FEED

Hashtagr (http://www.hashtagr.co/) - hashtag aggregator by social channel

Hashgram Tag research over Instagram(http://hashgr.am/contentmarketing)

Tiny Pitch - (http://tiny.pr/) - reporters monitor via

hashtag



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TAKEAWAYS

- How powerful is company voice around 'fresh ideas' in industry discussions
- Are you getting enough traction from branded content at events where you're investing time and money



 Monitor discussions across all channels including what media is sharing and the underlying tone of discussions