

# What's Next in Digital Communications? On the Trail of Generation Z

Presented by: Sheryl Joyce, Global Head of  
Marketing, Investis @sheryljoyce #prnews

# Agenda...

- » Why digital matters
- » Mobile
- » Video
- » Social
- » Best practice examples

About us

We deliver and manage  
every element of your digital  
presence: website, apps  
and social.



## Real world experience

1000+

*Website clients*

2000

*International clients*

6

*International offices*

450

*Digital specialists*

24/7

*Care*

## Real world expertise

*UK IR Society Awards 2013*

- » British Land won Best FTSE 100 Corporate Website
- » ArcelorMittal won Best International Corporate Website
- » Shanks won Best Smallcap/AIM Corporate Website

# Why digital matters

# Effective communication with key stakeholders is vital



*Meeting face to face*



*Reaching out through  
the media*



*Connecting online*

# Connecting online



# Communicating with the financial community

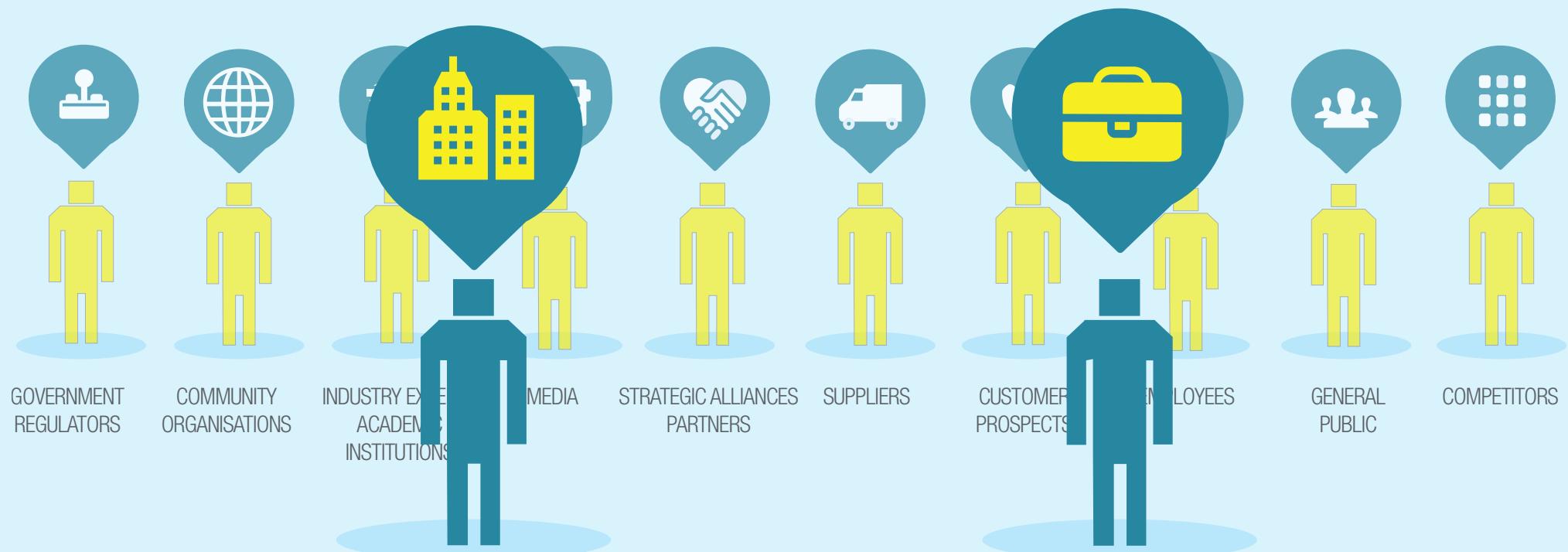


INVESTMENT ANALYSTS & FINANCIAL COMMUNITY



SHAREHOLDERS & INVESTORS

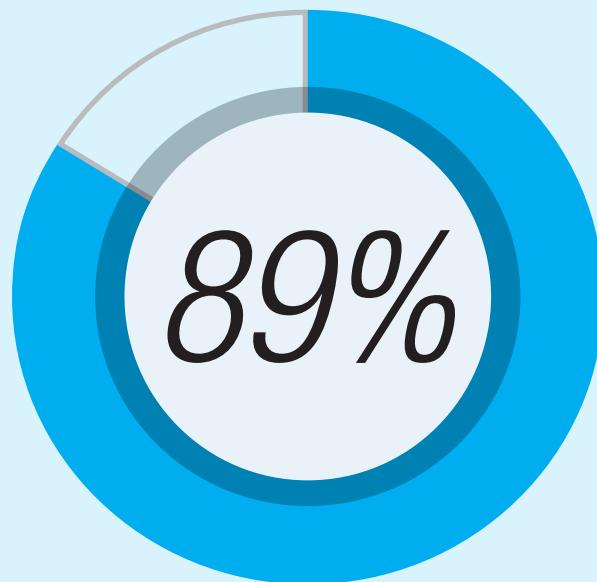
# Raising awareness with a broader multi-stakeholder audience



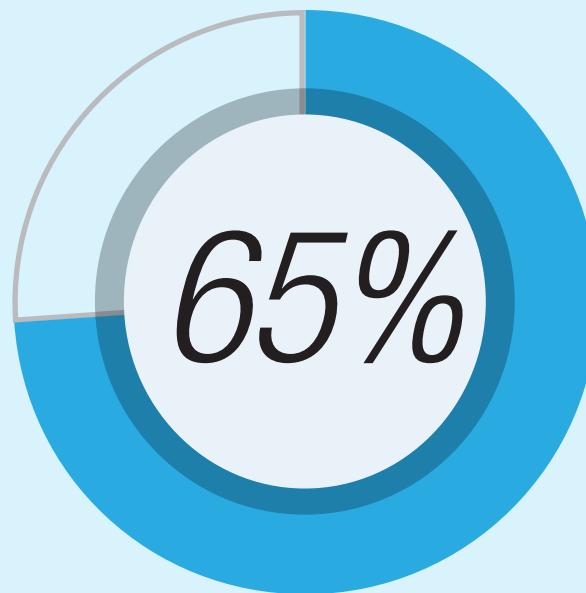
INVESTMENT ANALYSTS & FINANCIAL COMMUNITY

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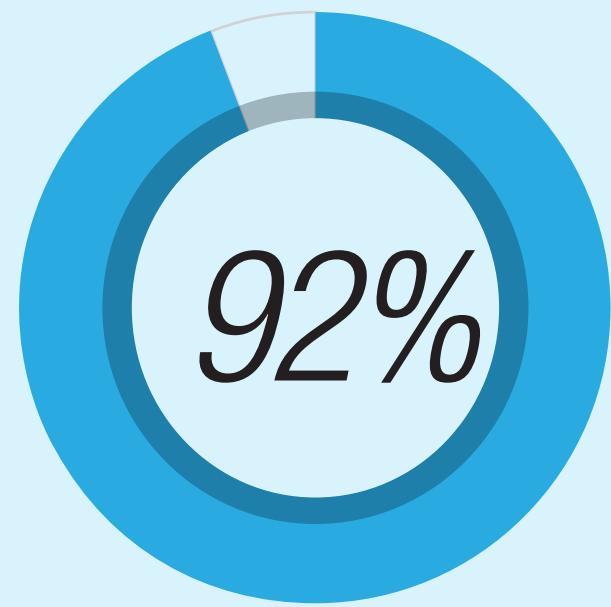
# Corporate Websites



Media who turn to corporate owned platforms when researching.\*



Investors who turn to corporate owned platforms when researching.\*



Buy-Side that access corporate websites at least monthly.\*\*

# Tell a better story

## A better story

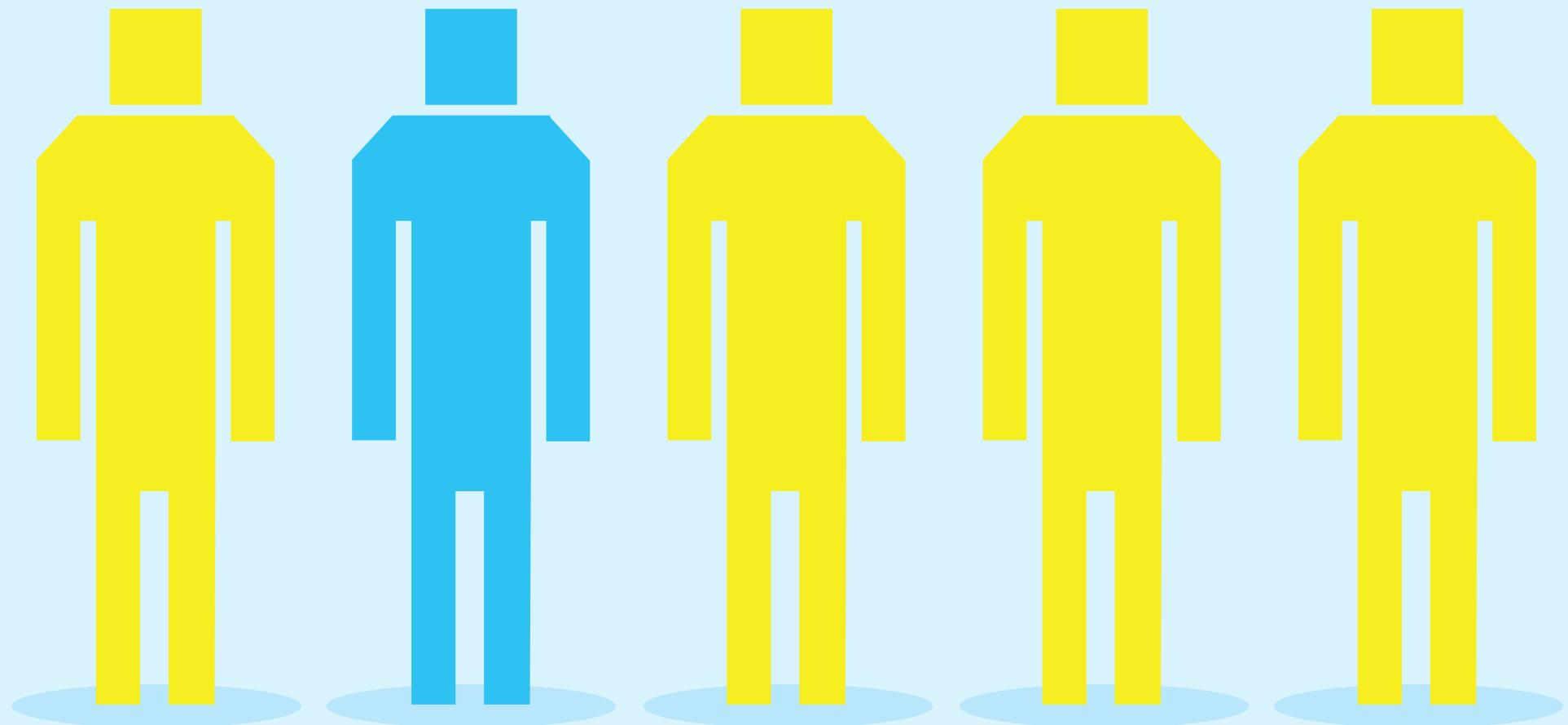


Tell your story  
on the right devices

# Why mobile matters.

*From laptops to smartphones  
and tablets your audience is  
always connected.*

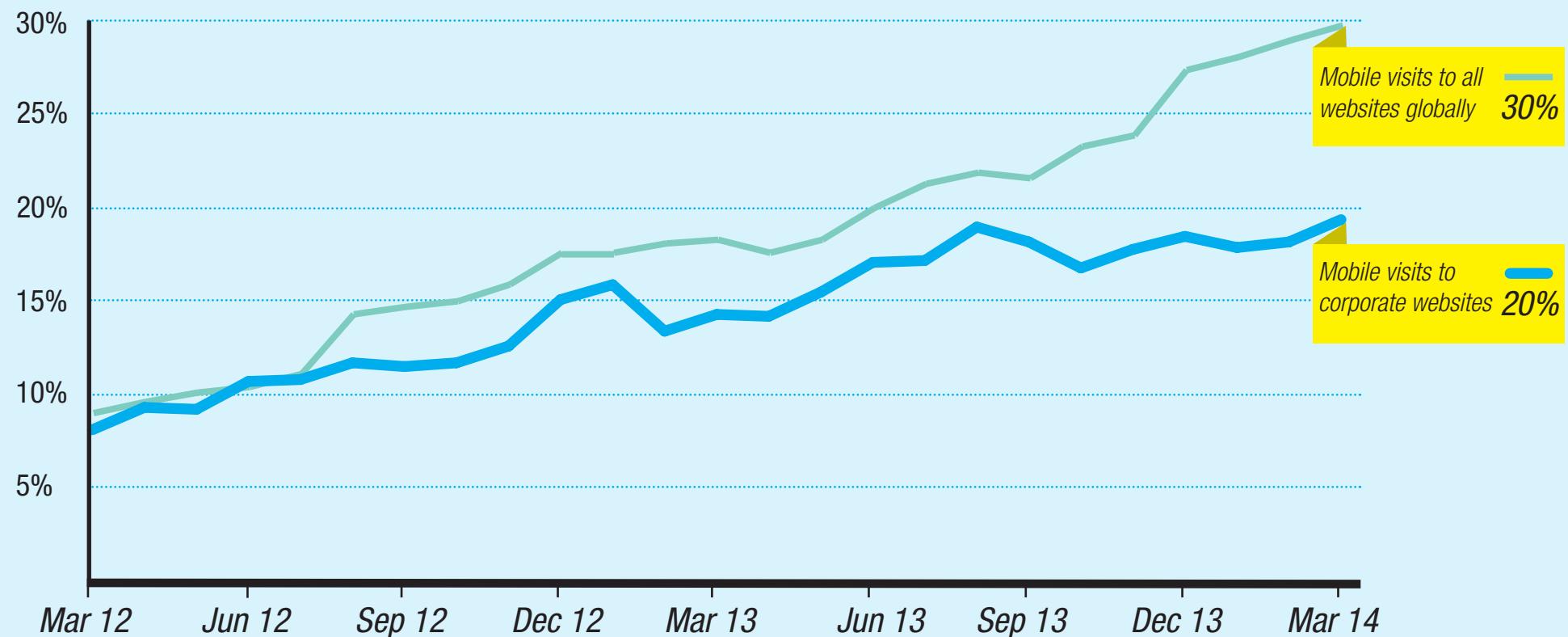




1 in 5

Visits to corporate websites are  
from a smartphone or tablet

# Visits to corporate websites from mobile devices have increased 150% in two years

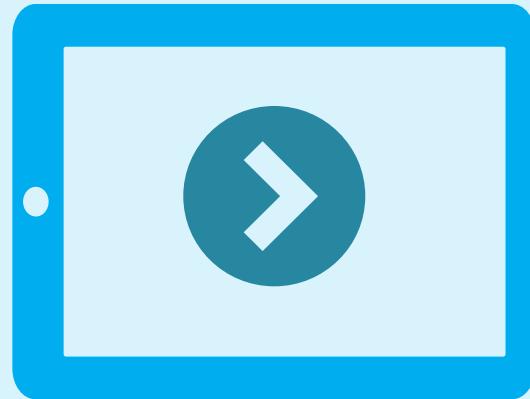


# Surprised?

## You shouldn't

### be.



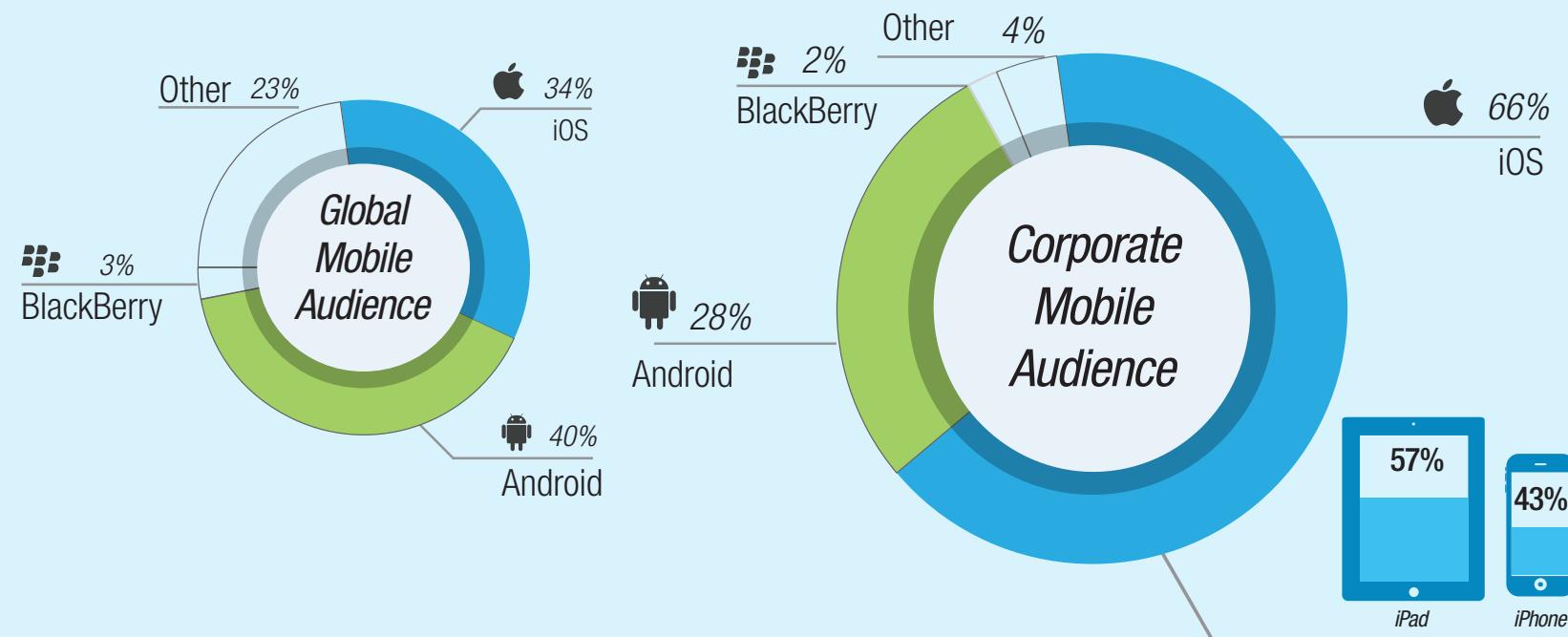


760 million

Tablets in use by 2016

+ 52% from 2014

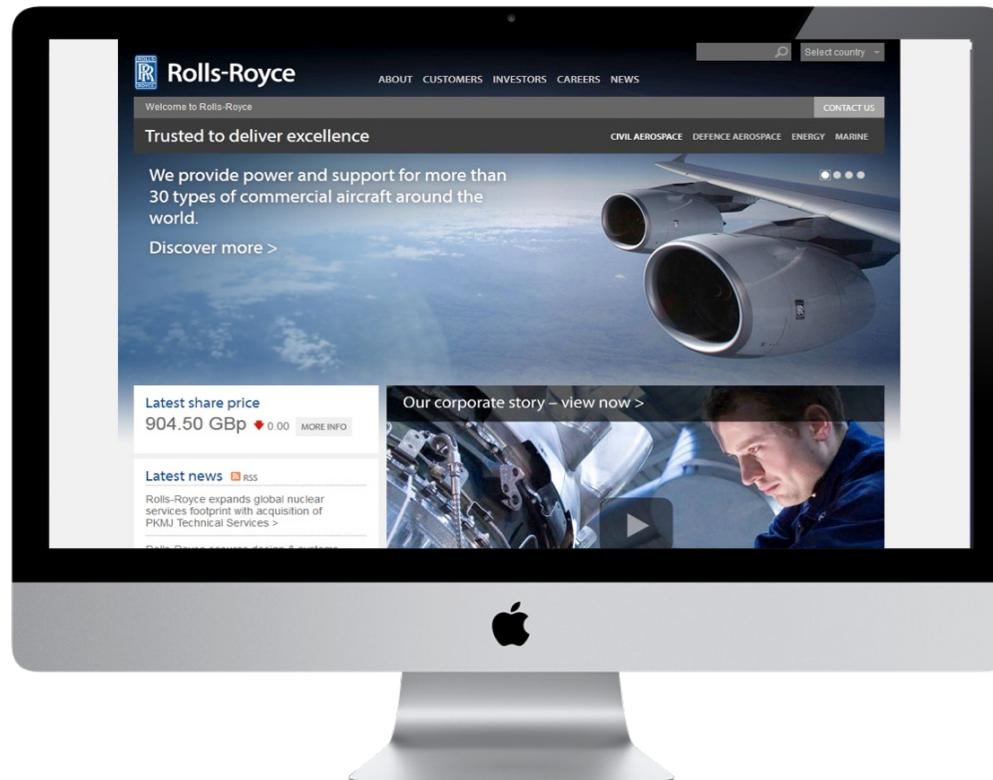
# ANDROID Vs APPLE



Android smartphones are outselling the iPhone globally  
but its a different story for the corporate audience

# Mobile Solutions

## RESPONSIVE SITES



## MOBILE SITES



## APPS



# Tell your story using video

# Video in Numbers

**100 Hours** are uploaded to YouTube **every minute**

**More than HALF of** senior executives share and receive work-related videos **weekly**

**On average** a website visitor will stay **two minutes longer** on a site when they watch a video

**60% of web users** would watch video **previous to reading** text on the same webpage

**Visual learners comprise 65% of the public**, and auditory learners make up another **30%**

# My complex reality

## What can i recycle?



# Business complex reality

Persuasion:

How can we persuade customers to buy our products/services?

How do we get Investors to buy into our new strategic vision?

How do we get our workforce to buy into the company wide restructure, aimed at cutting costs whilst growing revenue?

How do we attract the best talent in the marketplace by

# What corporate stories work best in video?

How to spot the stories for video?

Characters/Personalities

Timeframe

Location

Set of events

Dialogue

Revelation/Discovery

**Tell your story  
on the right channels**

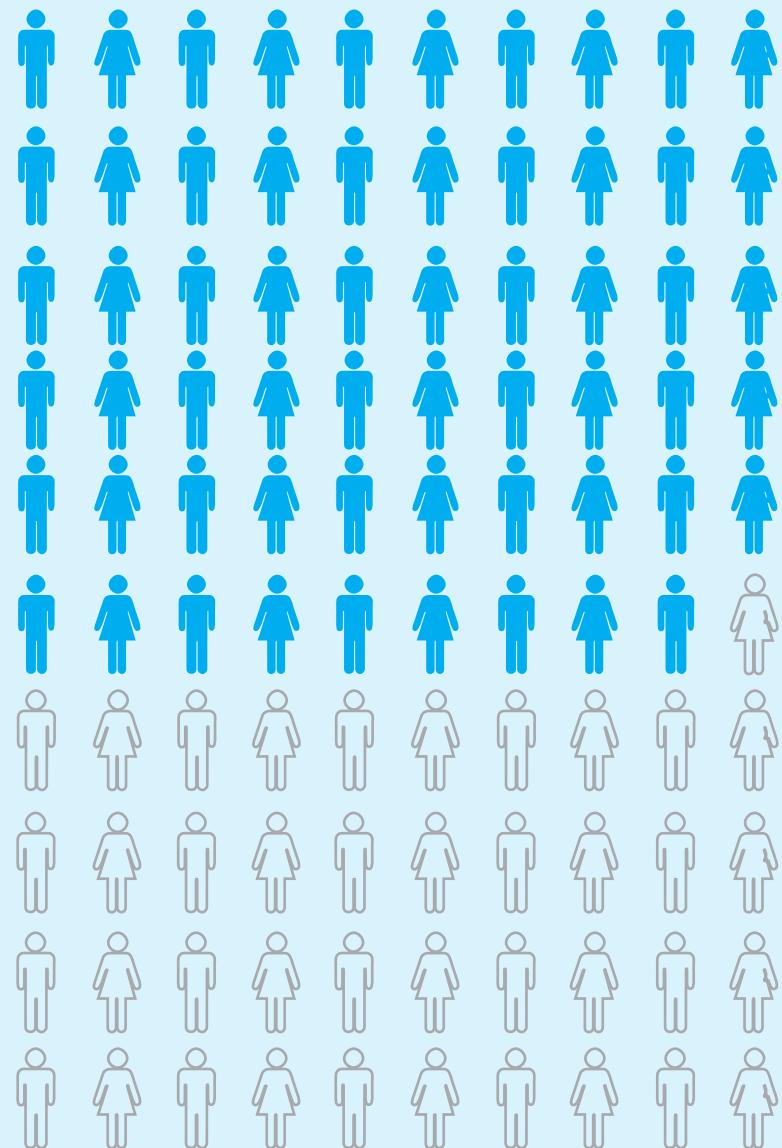
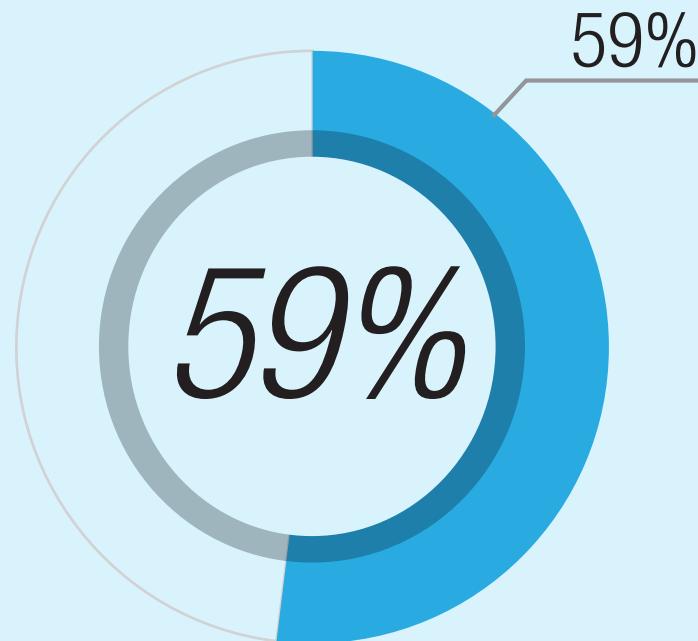
# Why social matters.

*From Twitter to LinkedIn  
your audience is always  
connected.*

# What's changing?

## Acceptance

59% of US institutional investors say the role of social media in the investment decision process is increasing



Social

# What's changing?

## Regulatory shift

SEC allows companies to disclose information solely through social media if sufficiently publicised

The screenshot shows the SEC's homepage with the seal and navigation links for About, Disclosure, Enforcement, Regulation, and News. Below the navigation is a sidebar with links for Newsroom, Press Releases, and Public Comment. The main content area features a "PRESS RELEASE" section with the title "SEC Says Social Media OK for Company".

## Technology

Growing reach of specific IR networks, such as StockTwits

Twitter feeds integrated into Bloomberg trader terminals

The screenshot shows the StockTwits homepage with a red header featuring the StockTwits logo, "Streams", and "Signals". Below the header are tabs for "TRENDING", "\$FSLR", "\$NQ", "\$AIG", and "\$GOOG". A large "WELCOME TO STOCKTWITS" banner at the bottom has a "Follow these Accounts" link.

The screenshot shows a tweet from the official Bloomberg account (@BloombergLP). The tweet reads: "RT @BloombergView: Yael Eckstein Berry @Rivista is joining Bloomberg View as a columnist covering finance, the economy and technology. #FTB / ...". Below the tweet, there is a snippet of the article: "Our Q4F features first #GDP bunched trade with Merv Capital. @DavidToussaint and @DavidToussaint are ...".

@sheryljoyce #prnews

# Growing influence of financial journalists



Jim Cramer  
@jimcramer

I like \$LVS very much RT @tim35473: @jimcramer u are missing the \$LVS run

**726,000  
followers**



Andrew Ross Sorkin  
@andrewrsorkin

I'm interviewing Lloyd Blankfein of Goldman Sachs on @SquawkCNBC in just under an hr. Any questions for him?

**459,000  
followers**



Zerohedge  
@zerohedge

The Chrysler IPO is merely a way for the UAW Retiree Medical Benefits (VEBA) Trust to cash out. Only selling stockholder

**187,000  
followers**

# Analysts and journalists sharing content



Nick Bubb  
@NickBubb1

Next Q1 sales at the top of the range, with Brand up 1.4% + Retail LFL only down by 6.8%. No change to profits guidance. Shares will bounce.

Nick Bubb Retail Analyst  
Tweets comment about  
Next Q1 sales to

**4,000  
followers**

Robert Peston  
Business Editor of BBC  
Retweets to

**332,000  
followers**

# Social is moving markets

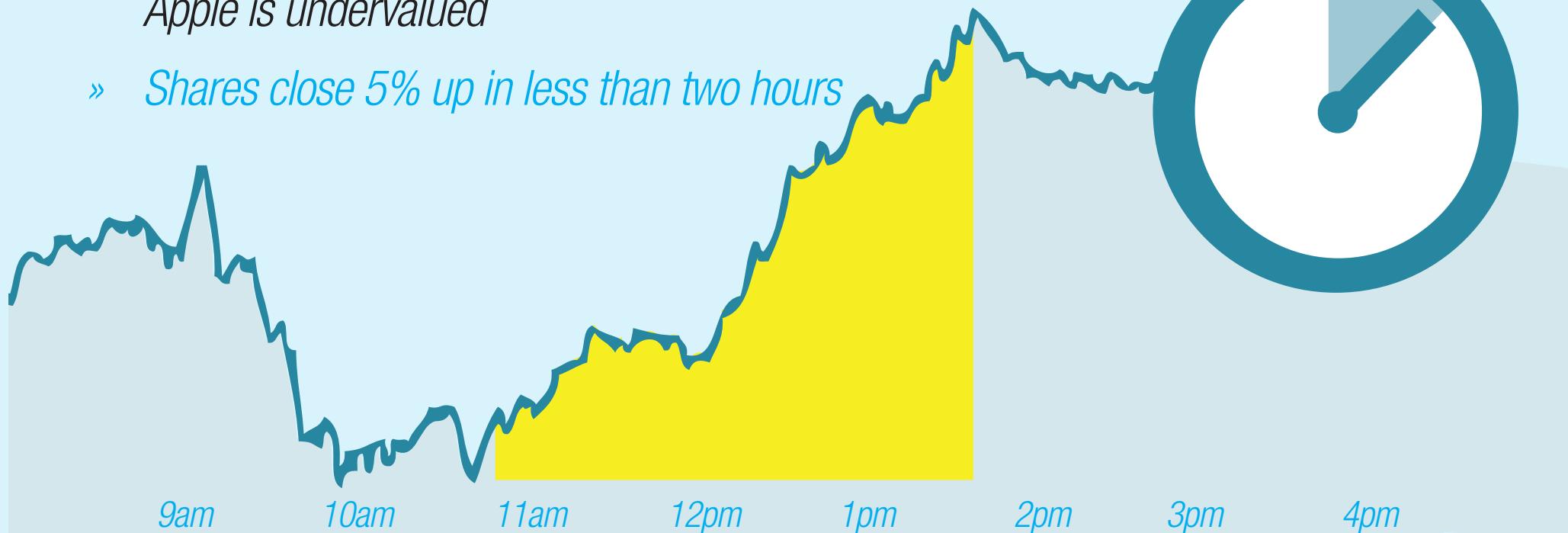


Carl Icahn

@Carl\_C\_Icahn

We currently have a large position in APPLE. We believe the company to be extremely undervalued. Spoke to Tim Cook today. More to come.

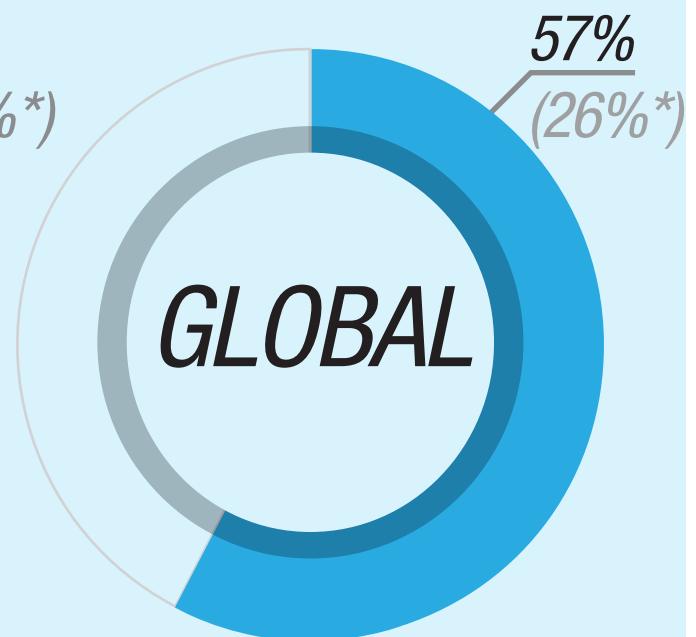
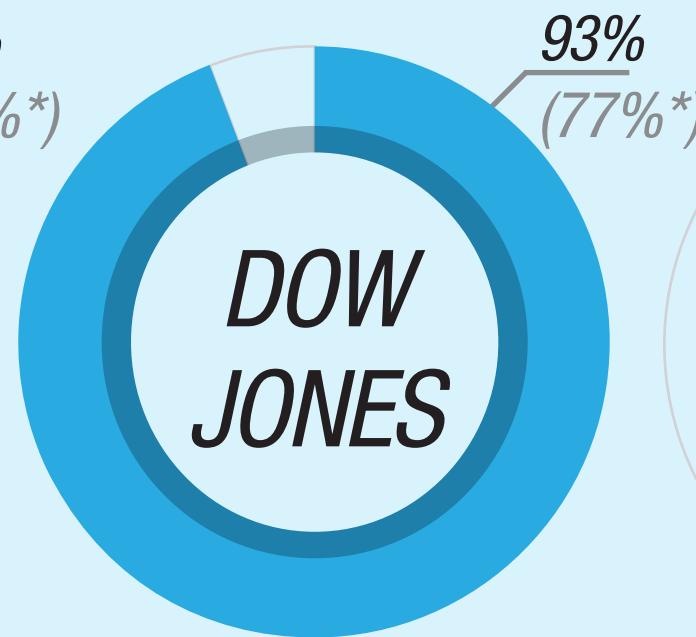
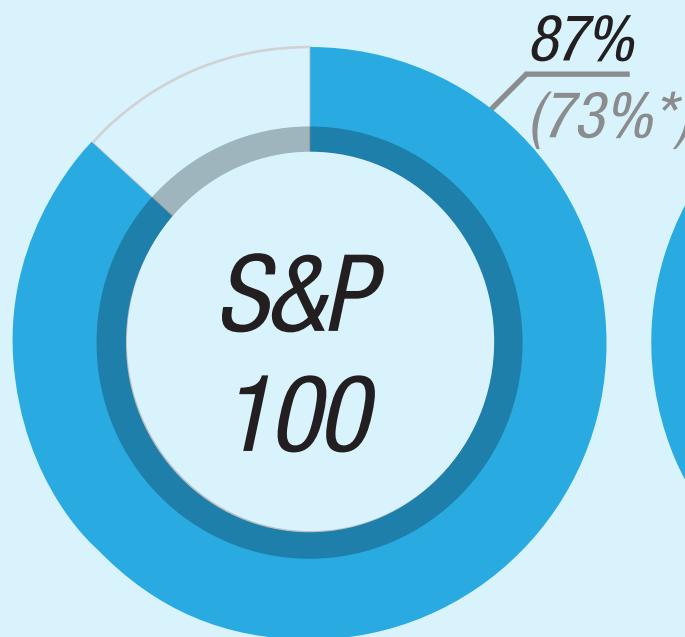
- » *Carl Icahn tells his 84,000 followers that Apple is undervalued*
- » *Shares close 5% up in less than two hours*



@sheryljoyce #prnews

# Companies are increasingly using social for corporate comms

*Social media accounts used for corporate / IR has risen sharply over last 24 months*



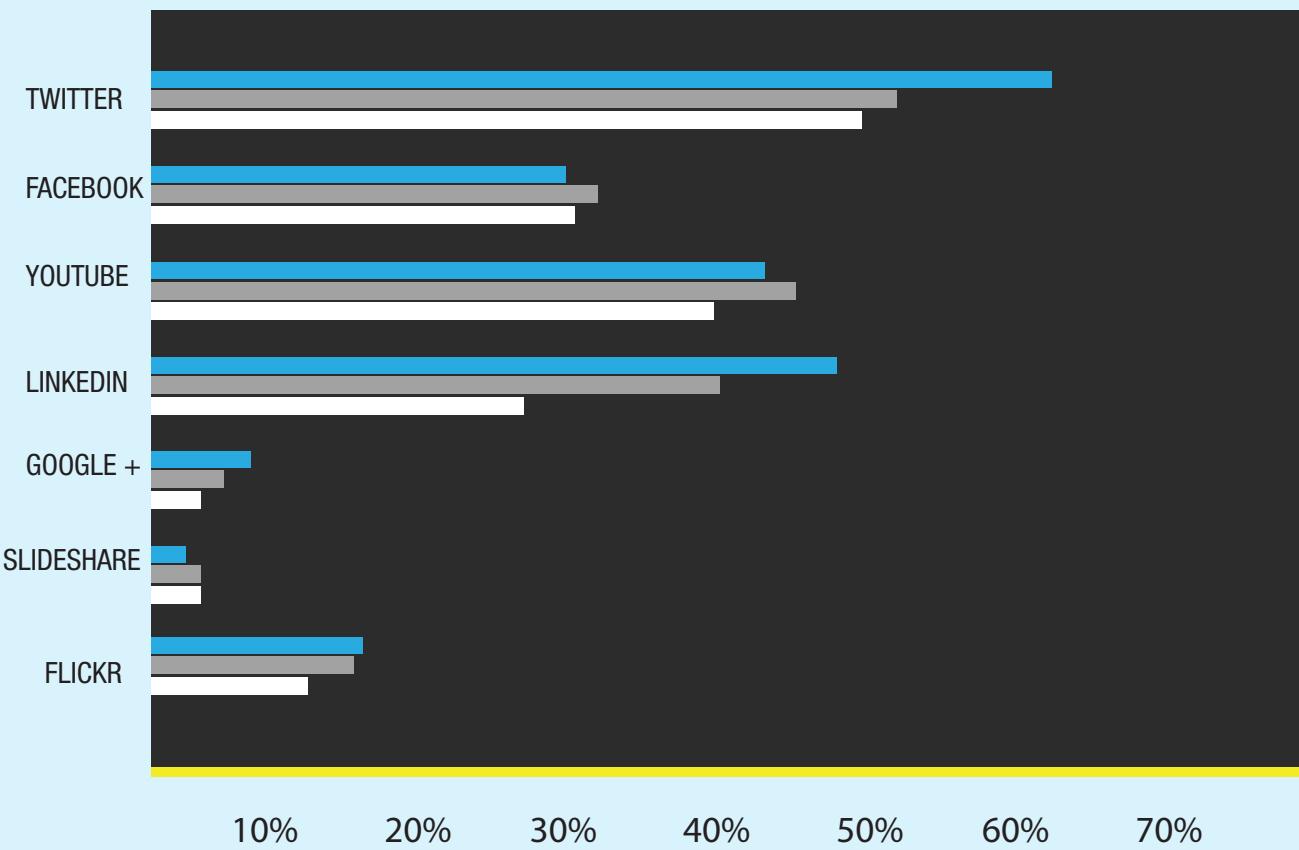
Companies with at least one corporate / IR social media account

\*2012

34,418

*typical Twitter followers for  
S&P 100 IR and corporate news*

# Twitter, YouTube & LinkedIn dominate



Q1 2014



Q3 2013

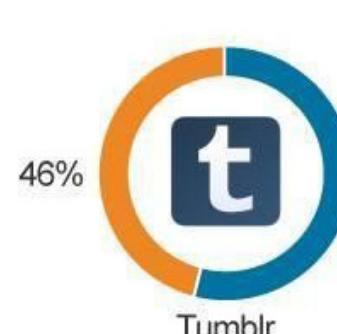
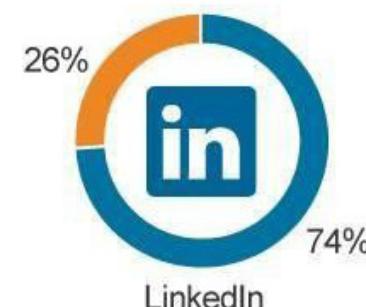
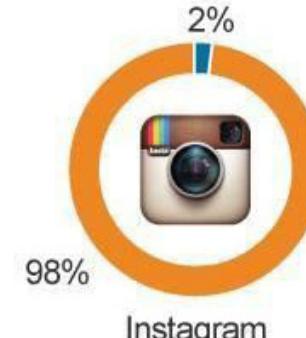
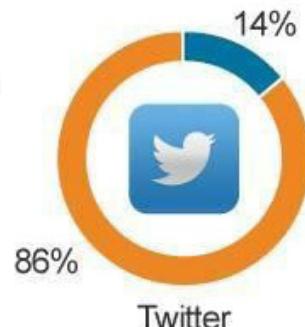
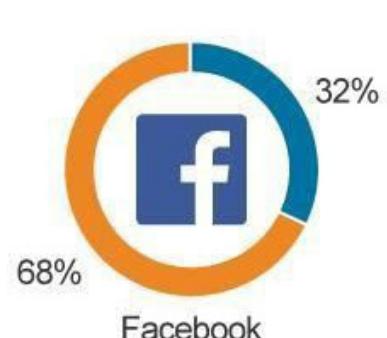


Q1 2013

## Most Social Networks Are Now Mobile-First

% of time spent on social networks in the United States, by platform\*

■ Desktop ■ Mobile



THE WALL STREET JOURNAL.

\* December 2013, Age 18+

Source: comScore



statista

# Who's listening?



## ANALYSTS

*Tweeting results; analysing sentiment; adding comment; searching for information*



## INVESTORS

*56% of investors see company social channels as important/useful\**



## MEDIA

*80% of US media using Twitter as part of regular reporting\**



## PUBLIC

*Includes suppliers, retailers, customers, consumers etc.*



## EMPLOYEES

*94% of job seekers say that in addition to the website, companies should be present on at least one social platform \**

@sheryljoyce #prnews

# Best practice

# examples

# Embedded social media

THE SOCIAL EDIT

ASOS@ASOS @delenale Umm sorry no, nice try though :)

ASOS@ASOS @delenaleconagh "Wishes"

ASOS@ASOS @arynham1990 A well earned break.

ASOS@ASOS @georgiemichaels Our bad! You do need a little break every now and then though

ASOS@ASOS @autumn\_mint Fresh.

ASOS@ASOS @lillymc Good effort!

SITE MAP CONTACTS FOLLOW US

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# Interactive data and social media

**cvent** Online Solutions for Events & Surveys

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Event Management | Mobile Apps | Ticketing | Supplier Network | Strategic Meetings Management | Web Surveys | About Us

## Investors

[Home](#) > [Company](#) > Investors

- Company Overview
- Careers
- Newsroom
- Investors**
- Press Releases
- Events Calendar
- Governance
- Stock Information
- Financials
- Investor FAQ
- Information Request

- Awards
- Image Gallery
- Company Videos



*Our mission is to transform the events and meetings industry*

### Investor Overview

**Founded in 1999, Cvent is a leading cloud-based enterprise event management platform with solutions for event and meeting planners, and hotels and venues.**

Cvent offers web-based software for online event registration, meeting site selection, event management, mobile apps for events, e-mail marketing and web surveys, and helps clients around the world manage hundreds of thousands of events, surveys and e-mail campaigns. Our online marketplace connects event planners and venues through our vertical search engine that accesses our proprietary database of detailed hotel and venue information. The combination of these solutions creates an integrated platform that allows us to generate revenue from both sides of the events and meetings value chain. Cvent's client base includes corporations from every major

### Stock Quote

NYSE : CVT.N

**\$24.71** \$ 1.03  
4.35%

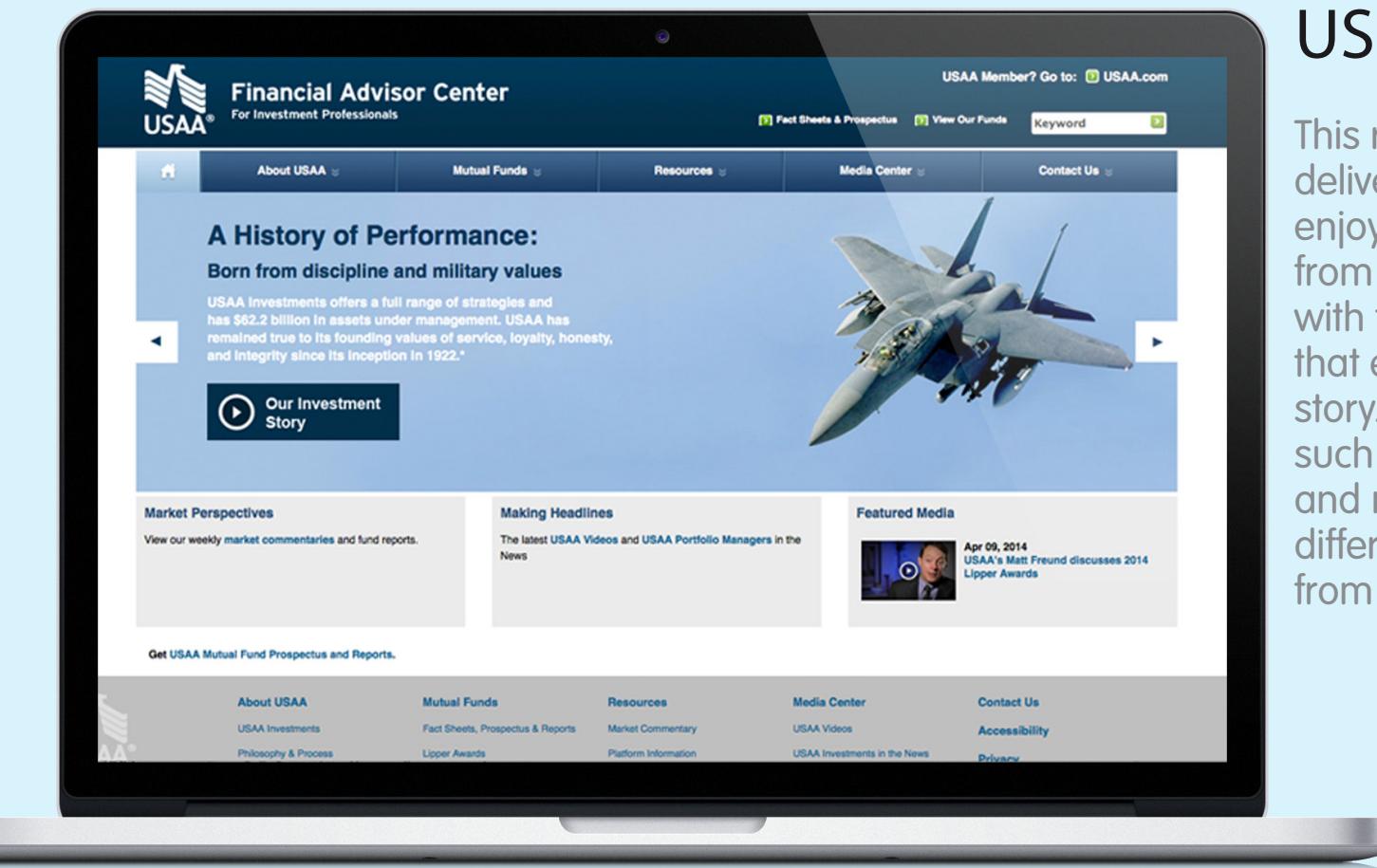
as of May 19, 2014 at 16:15 EST

[Share Price Information](#)

cvent

We created both an IR website and mobile site that not only display live interactive data and social media, but also engaging video content that gives an in-depth look into the company's management and operations.

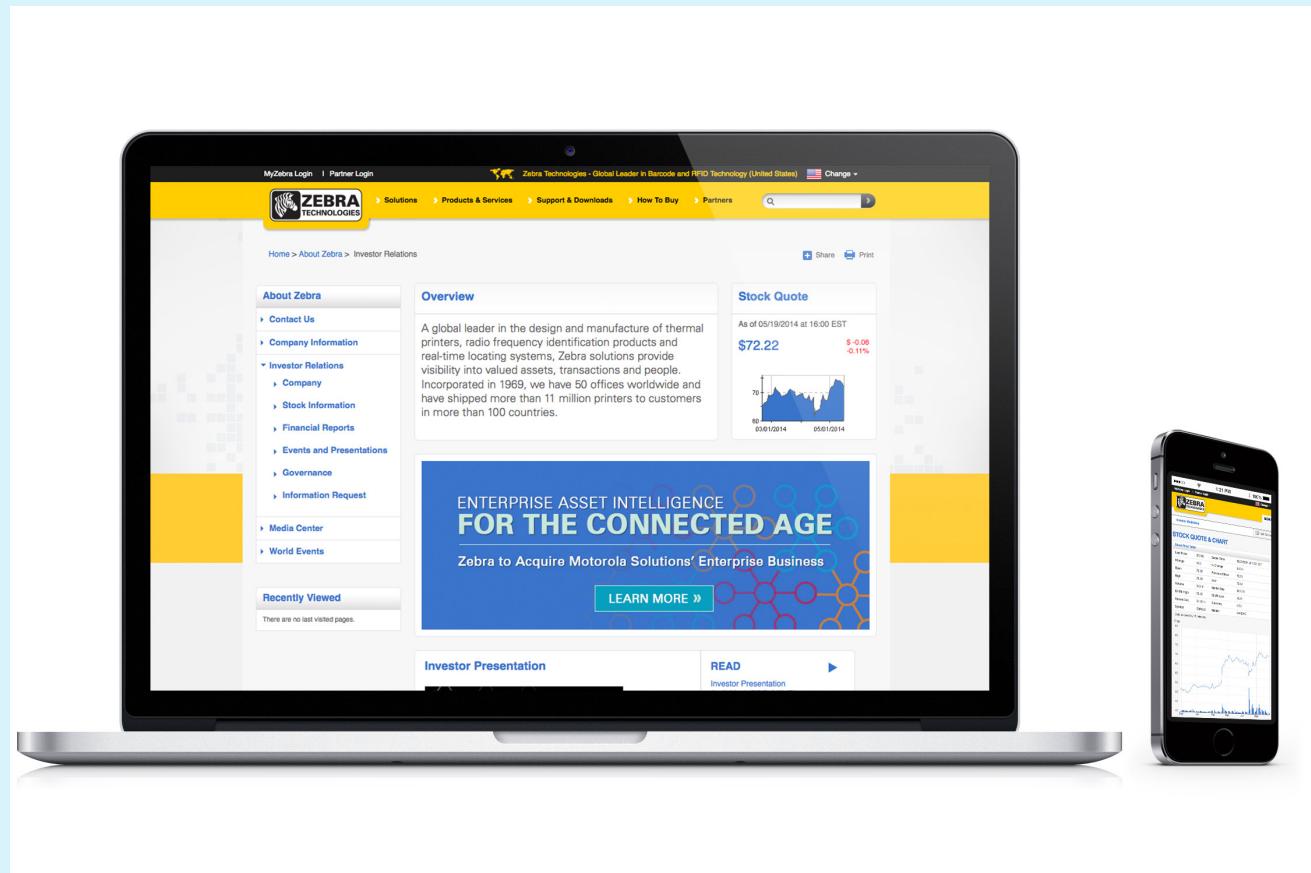
# Responsive corporate website



## USAA

This responsive corporate website delivers an accessible and enjoyable experience for visitors from all devices. Working closely with the client, we delivered a site that effectively tells the corporate story. The incorporation of elements such as an interactive stock chart and multimedia centre also help to differentiate the USAA proposition from its peers.

# Interactive data tools & feeds



## Zebra

We built a responsive IR site that sits seamlessly within the consumer site. Incorporating interactive data tools and feeds, together with multi media and social media elements really brings the Zebra story to life.

# Video

## Rolls - Royce

True to our motto we simplified the complex turning this global private equity report into a easily digestible and engaging video.



@sheryljoyce #prnews

# Reporting centre

## Anglo American

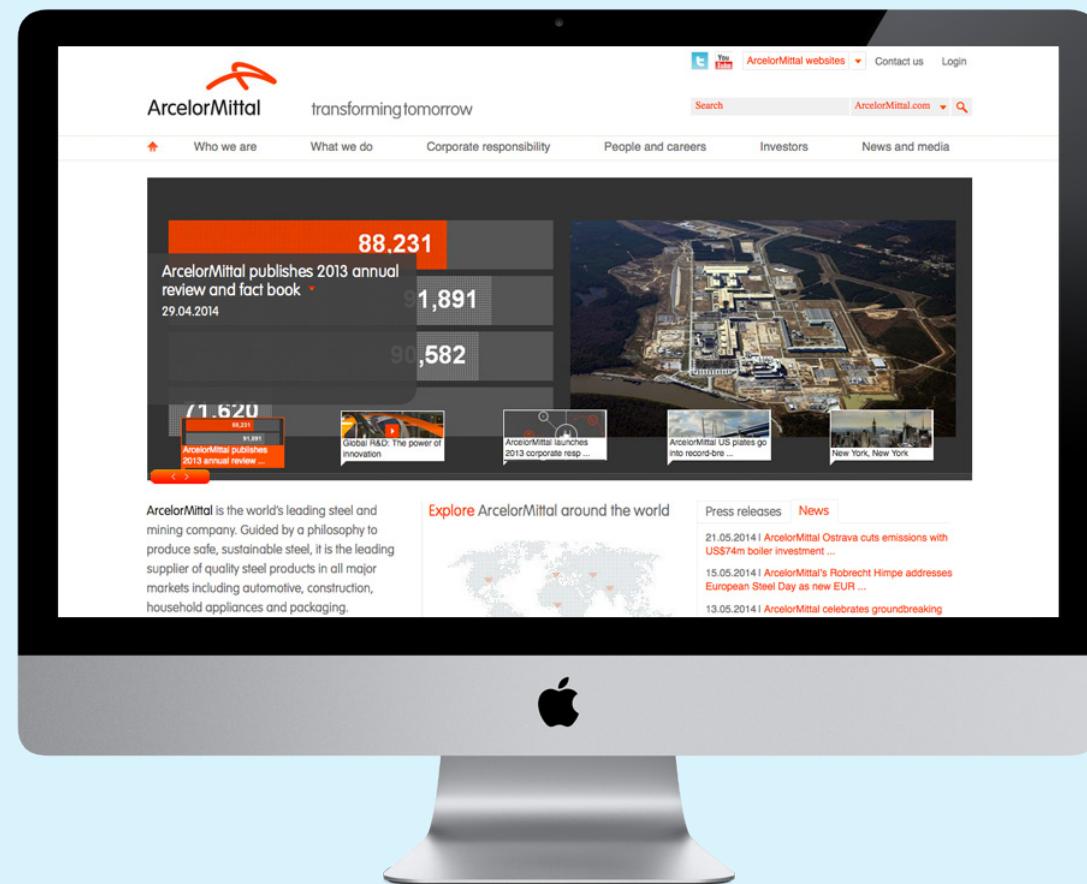
We incorporated many multi-media and data visualisation elements to help engage visitors and immerse them in the Anglo American story. Using a reporting centre, we made all of the company's key financials and strategy easy to find, helping stakeholders to get what they are looking for quickly and efficiently.



# Embedded video & interactive charting tools

## ArcelorMittal

A great example of a corporate website using up to date features such as embedded video and interactive charting tools to track performance.

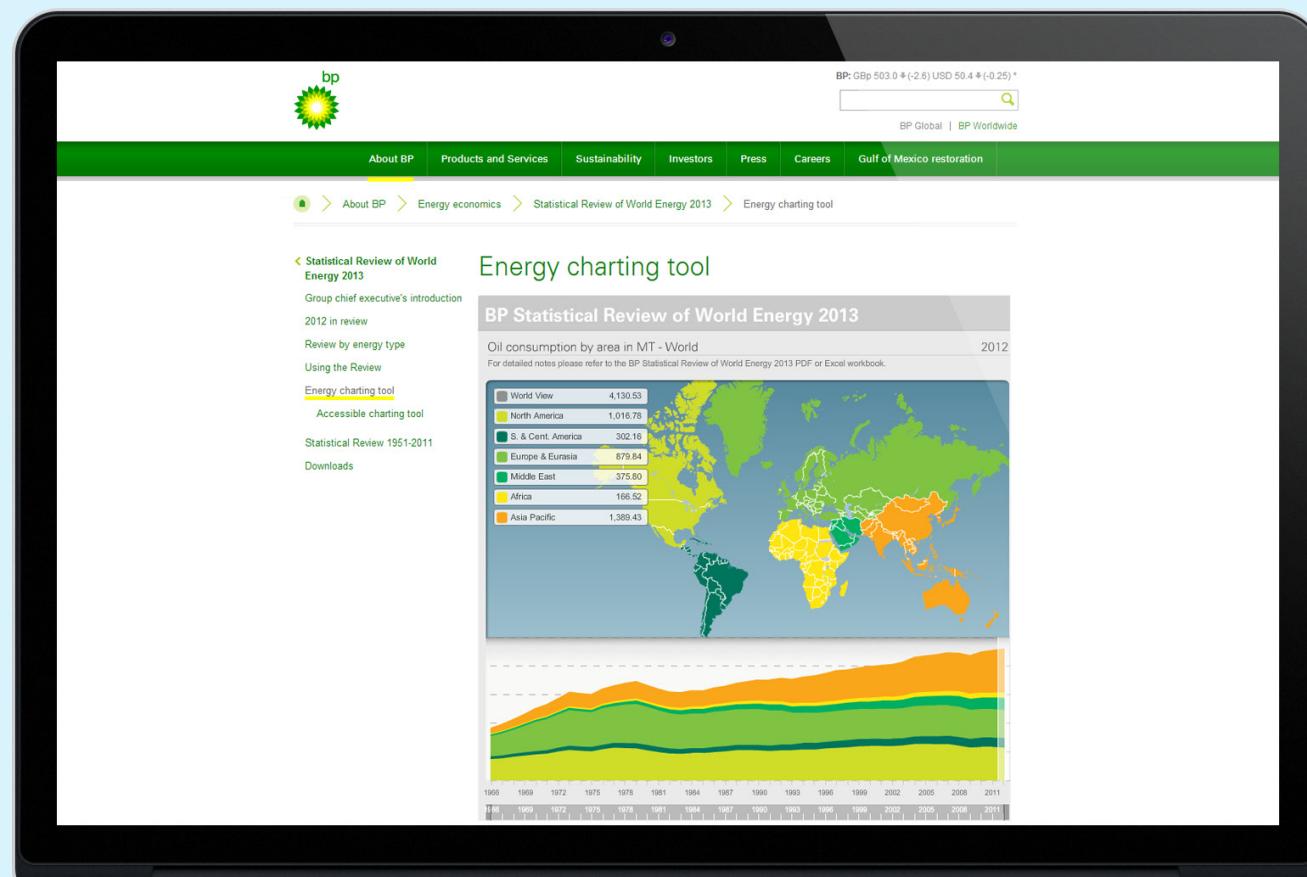


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# Reporting Tool

BP

This stunning visualization tool helps bring oil consumption data to life.

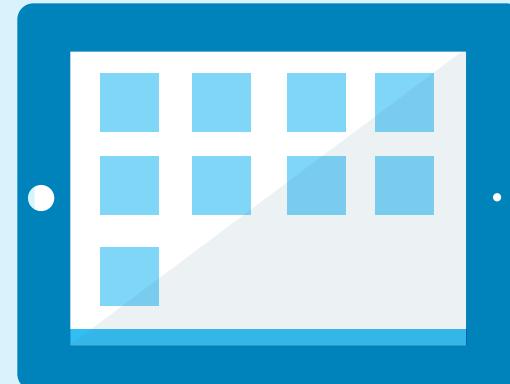
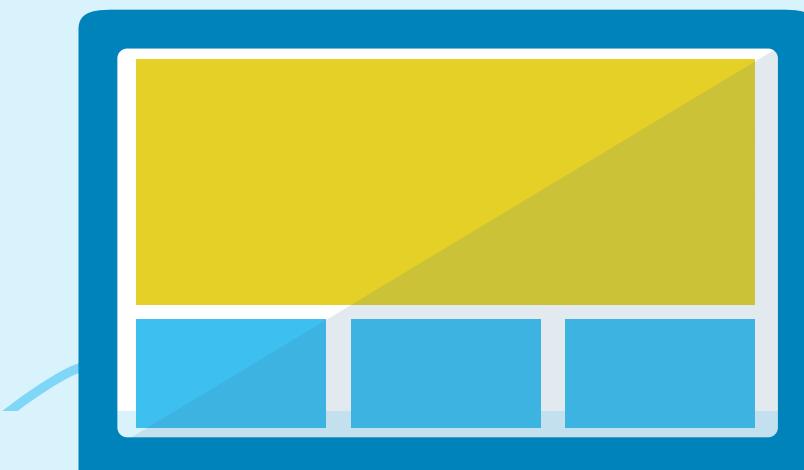


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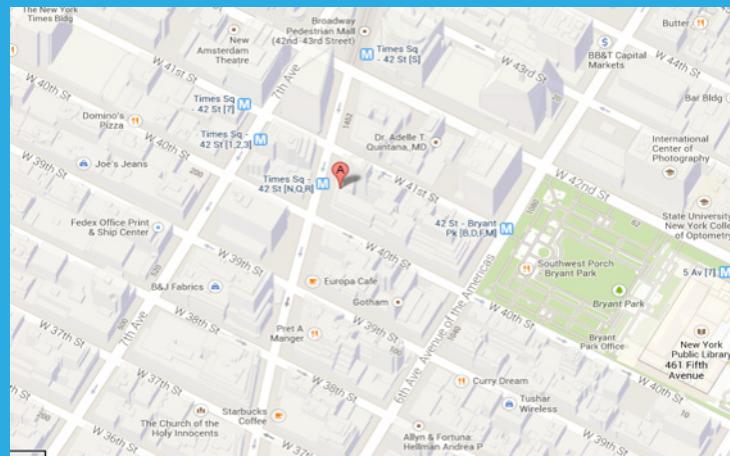
# Summary

*Summary*

Tell a better story  
across devices of all sizes  
through the digital channels  
that matter to your audience.



# We help companies communicate more effectively



New York, New York  
Tel: 1-646-512-5180

West Palm Beach, Florida  
Tel: 1-561-753-7051

San Francisco, California  
Tel: 1-415-302-7958

[www.investis.com](http://www.investis.com)



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