



# CATCHTHEMOMENT

ENGAGING YOUR EVENT ATTENDEES. IGNITING YOUR SOCIAL MEDIA.

REAL-TIME  FACEBOOK INTEGRATION

## PHOTOSTREAMi

# BEFORE EVENT

We will work with you to develop a custom-branded photo solution for engaging attendees at your event



Green screen photo engagement



Mobile photos



User-operated kiosk

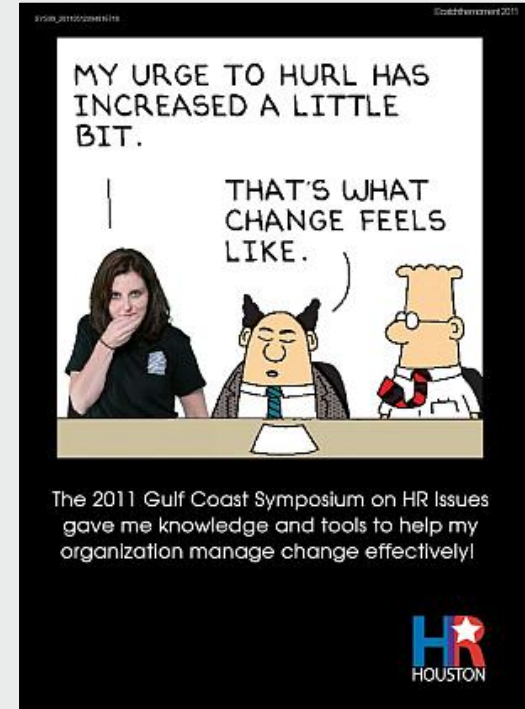
Depending on the nature of the event environment, photo engagements can be done stationary (green screen or non-green screen) or mobile.



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# GREEN SCREEN ENGAGEMENTS



Green screen photo engagements allow you to create an image that ties in with the theme of the event and includes sponsor branding.



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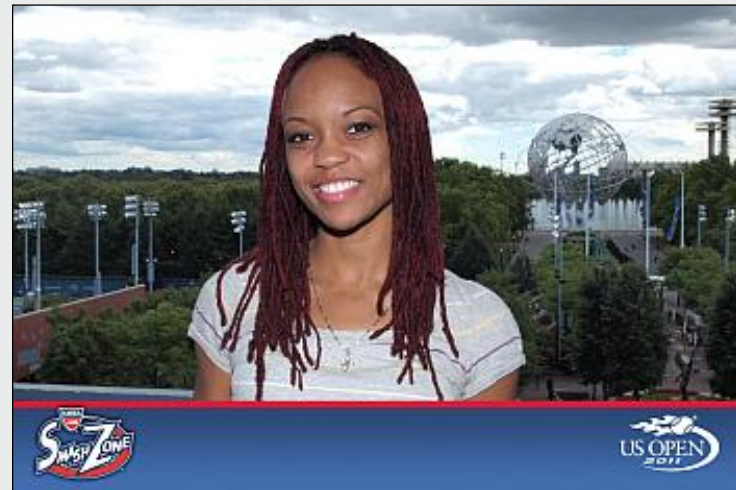
# NON-GREEN SCREEN ENGAGEMENTS

Often conducted with a mobile photographer, these engagements allow you to apply a border with custom branding to your photos with the natural event environment in the background

Before border is applied



After border is applied



This is just an example of a sample border. Borders can be opaque or transparent, and can be created to lay across the photo any way you'd like, complete with custom messaging.



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Depending on which photo mechanism best meets your need, we have a wide range of hardware options at our disposal for execution



SLR Camera



Tablet



Monopod



Truss System



Kiosk



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We will also ask you to provide us with:

1

The name you would like to use for the Facebook photo gallery (example: *New Year's Eve Bash at Joe's Bar*)

2

The caption you would like used with the photos (example: *Having a blast on New Year's Eve at Joe's Bar*)

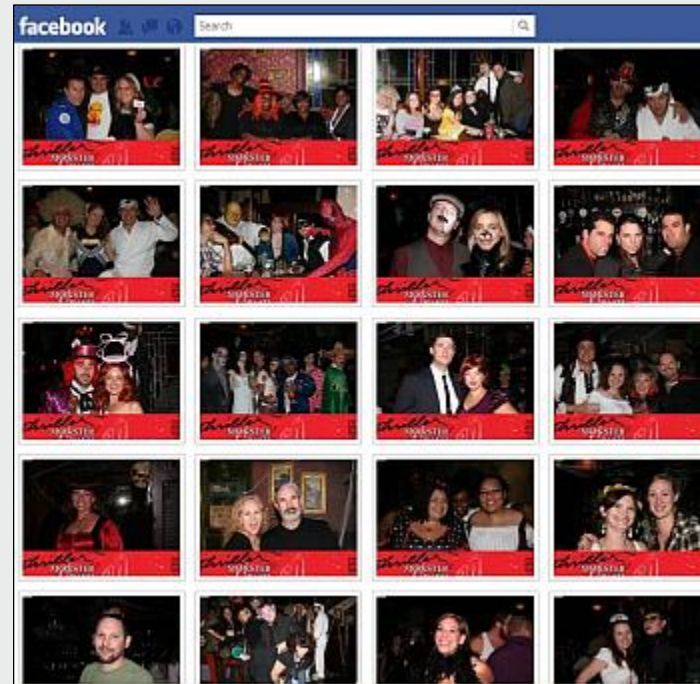


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# DURING EVENT

Whether your photo engagement is stationary or mobile, green screen or non-green screen, the custom-branded photos generated from that engagement are streamed in real-time to your business or brand's Facebook photo gallery.



We would need username and password access to the page on which the gallery is being created.



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The creation of the gallery will trigger a news feed notification for everyone who has liked your brand or establishment on Facebook



The news feed would only trigger once, when the gallery is initially created. It would not prompt a new notification each time a photo is added to the gallery.



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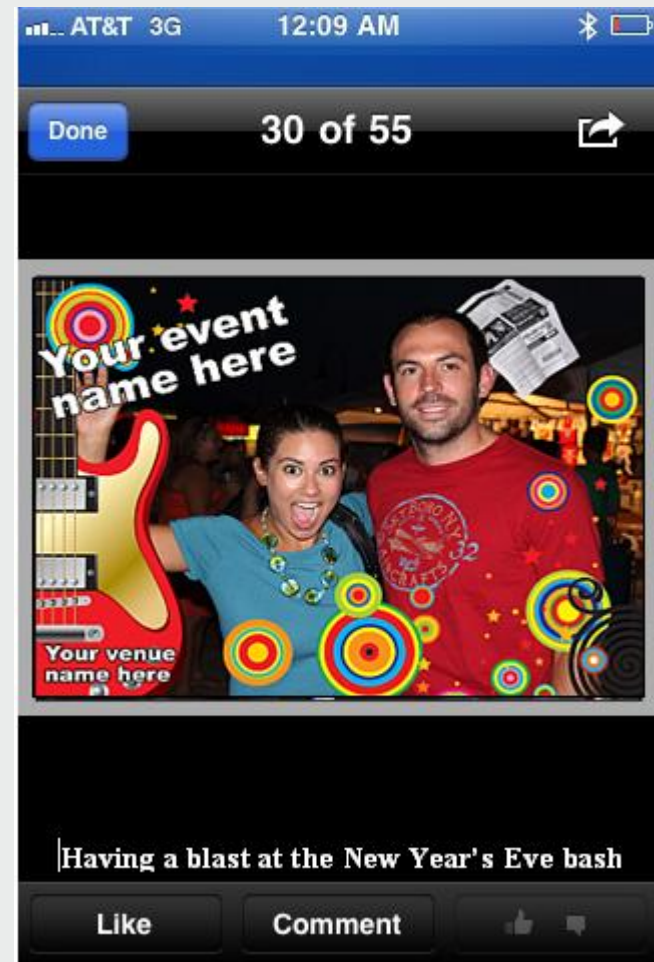
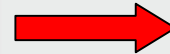
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As photos are taken, they get added to the Facebook gallery immediately, triggering the photo count to increase



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By clicking on any of the thumbnail images that appear on the news feed item, the end user is immediately taken to a full screen where they can use their finger to slide through all the photos in the gallery .



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IF YOU DO NOT NEED TO COLLECT  
DATA



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After photo is taken, photographer can verbally convey the URL of the Facebook page where photos are being posted, or they can hand each attendee a custom-branded card with the Facebook URL printed on it



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IF YOU NEED TO COLLECT DATA



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We could collect an email address from each attendee after the photo engagement, and automatically send them a custom-branded email with a link to the Facebook URL directly in the email, as you see below



Thank you for visiting Academy Sports + Outdoors for the Houston Astros CAREavan event. You can view and retrieve your photo on our facebook page using the link below.

<http://www.facebook.com/academysportsandoutdoors>

Don't forget that the fan photo with the most likes and comments by February 15, 2012 has a chance to win 4 tickets to the Houston Astros home opener so forward this email to your friends and family to get them to vote for your photo.

In this case, we actually collected a first and last name from each attendee as well by associating that information with the attendee's photo, the brand was able to contact the person whose photo received the most likes.



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# ACCESS TO EMAIL ADDRESSES COLLECTED



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You have secure username and password-protected, 24/7 online access to email addresses collected. This information updates in real time at all times ò



Export data:

Export Data ▾

How do you want export report?

Please select method of exporting ▾

- Please select method of exporting
- Export On Site (at event) Customer Information
- Export Complete Customer Information (Survey answers not included & no filter)
- Filter Customer Information

Email addresses can be exported into an Excel spreadsheet by using the %export data+report from our online data reporting site. From the drop down box, you would choose Export On Site (at event) Customer Information.



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# TWO WAYS THIS CAN ALL HAPPEN

1

We staff and execute the event/s

2

We lease you our equipment and technology,  
and you staff and execute the event/s

- “ If your event is a one-time only, it would be advisable to go with #1.
- “ If your event is recurring (i.e. a tour), it would be advisable to go with #2.



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# RECAP

- 1** We work with you to determine the right kind of photo engagement, depending on your event environment and throughput needs.
- 2** You determine if we are going to staff and execute the event, or if you are going to lease our technology and execute it yourself.
- 3** After the engagement, photographer can instruct attendee where they can go on Facebook to see their photo, or hand them a card with the URL on it, or collect an email address if you wish to email attendees the Facebook URL instead.
- 4** If email addresses are collected, you have secure 24/7 access to that data through our online data reporting site for which you would have a unique username and password to log in.



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Some brands whose events have been enhanced by  
Catch the Moment:

YAHOO!

Coca-Cola

Capital One

  
i'm lovin' it

Continental  
Airlines 

  
TOYOTA

  
BORDEN

 LG

Microsoft

Chevron  


MS  
National  
Multiple Sclerosis  
Society

  
verizon

MAXIM



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For more information on how we can help you engage your event attendees, ignite your social media, collect data for lead generation, and achieve long-term brand reinforcement

Contact Tracy Rawson at **Catch the Moment**

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