

SAPinsider

BUZZ Day | September 23, 2022

2022 is a year unlike any other — so it makes sense that we'd try something a little different! On September 23, we're going to come together and make a whole lot of noise to celebrate SAPinsider events and promote EMEA 2022, and we want YOU to be a part of the buzz.

What We're Doing. We're taking to LinkedIn to build energy, excitement, and momentum around this world-class event, and we want to use the power of our network — staff, speakers, sponsors, and champions — to do so. On September 23, we'll all post around a certain theme and use identified hashtags to amplify the buzz across social media.

Why We're Doing It. Using LinkedIn as a megaphone, to so speak, gives us an amazing opportunity to elevate our messaging without oversaturating other channels — while having a little fun at the same time.

How We're Doing It. On September 23, we all go to our LinkedIn profiles and answer this simple question:

What is YOUR favorite thing about SAPinsider in-person events?

The WAY you answer is almost entirely up to you! Post a picture of your last trip to Vienna (you lucky soul!) or share a video from Vegas 2022 which captures why you think SAPinsider events are the best. Share with our attendees how excited you are to sponsor this event and why meeting our SAPinsiders is such a valuable opportunity.

Just post whatever feels authentic to you and captures the essence of why SAPinsider conferences are THE most trusted end-user events IN THE WORLD.

The only rules are:

- Tag SAPinsider
- Use both hashtags #SAPinsider2022 #EMEA2022 together
- Use hashtag #SeeYouInVienna

The only guidelines are:

- Use photos or videos — it increases engagement significantly!
- Be yourself! Marketing can help you wordsmith your post, but ultimately this is your story! Have fun and don't be afraid to make jokes, share a tearjerker, be silly.
- Mention your sponsorship of EMEA 2022 and use this platform to increase your influence. We want to amplify you too!

The Incentives! Now we all know there's nothing wrong with a little friendly competition, so we thought we'd raise the stakes a little on this Buzz Day business. \$50 gift cards will be awarded to:

- The post with the most likes
- The post with the most shares
- The funniest post*
- The best picture*

Happy Posting! That's it! If you have any questions or want to input on ideas or copy, please reach out to Malina Jacobowitz. Prizes will be awarded approximately 5-7 days after the live Buzz Day.

**These categories are, admittedly subjective, but will be put to a vote.*