**EVENT REPORT** Global'18

SUMMITS

## **Istanbul** 17<sup>th</sup>-19<sup>th</sup> of December'18

# THE CLASS OF 2018

INFLOW Global Summit'18 gathered the world's leading **100** digital influencers in **travel**, **luxury**, **fashion, gastronomy, beauty** industries together with leading brands through conference, networking get-togethers and a special experience that reaches millions of people in all around the world.





#### Karsu

Singer, Pianist and Composer I think that we altogether make this world our future a much much better place.

One day i went to the train station in Amsterdam and i saw some children walking around alone. And i discovered a huge problem in the world, all the refugees. I have achieved so much in life and i am so grateful at this age i could do what i love i found my talent because my parents gave me every opportunity. So i imagine what this kids so talented in any job?

#### **DAY 1** Welcome Dinner

SCHEDULE



**DAY 3** Special Istanbul Experience



INFLOW Global Summit'18 has started with the special Welcome Dinner at **The Grand Tarabya** that gathers Influencers and brand representatives with a nightlong stage performance by **No Method** group.



#### During the whole event, 2 hashtags were used by participants: #INFLOWGlobal2018 #MyIstanbul

At **INFLOW Stage** during the 18th of February, all sessions have streamed live by more than 1.500 people on YouTube live and **received 600 participants in the event hall** 

> YouTube: Understanding the Creator, Public & Brand

The Use Of Influencer Marketing in Different Industries

How is ROI measured in influencer marketing: Why use it?

#### The Worldwide Success Story of Turkish Talents

The Creator Economy: What is going to cost?

#### Authentic Instagram Content and the Power of Originality

Data is the new food: INFLOW Bridge

YouTube: Understanding the Creator, Public & Brand

From Zero to Hero: Karsu & Performance



**Business-to-Influencer meetings** are ultimate matchmaking opportunity for brands and influencers as brands seeking digital marketing partners will have the chance to meet with the leading influencers of the world. Through this meetings, influencers get to know the industry professionals to explore sponsorship and collaboration opportunities.





INFLOW has encouraged **Turkish entrepreneur** Influencers to show their products with a very special network during the event day at the INFLOW Zone area. This initiative has enhanced their worldwide appearance via all participant influencers from more than 35 different countries.





#### **Danielly Netto**

Global Head of Presales @ Socialbakers Influencers have the power in the marketing and business world. What marketers are looking at to make decisions about how they choosing their influencers is not about how many followers you have, it's about how effective you are in engaging your audience.



The Farewell Dinner at **Raffles Istanbul Hotel** gathered all event participants after the day of Conference and Business-to-Influencer Meetings on 18th of December 2018.



# SPECIAL ISTANBUL EXPERIENCE



The following day of the INFLOW Global Summit'18, on 19th of December, **Influencers** have discovered the worldwide famous beauty of the **Istanbul city** from the old town to the lodge used by Mevlevi Dervishes and shared their experiences to millions of people.





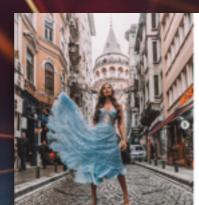




Güneş Mutlu Mavituncalılar

Founder & Creative Director of Mehry Mu Influencers and brands should fit each other like gloves. Not every influencer is right for the brand and not every brand is right for the influencer. I think that they just have to live in beneath the product.









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So happy to be back in list pinfowsummits family for nfluencers summit 🙂 We had so much fun and i I iots of new triends from all o world. The event is the trigge-worldwide and the organ Thanks to the photo ΦQΦ



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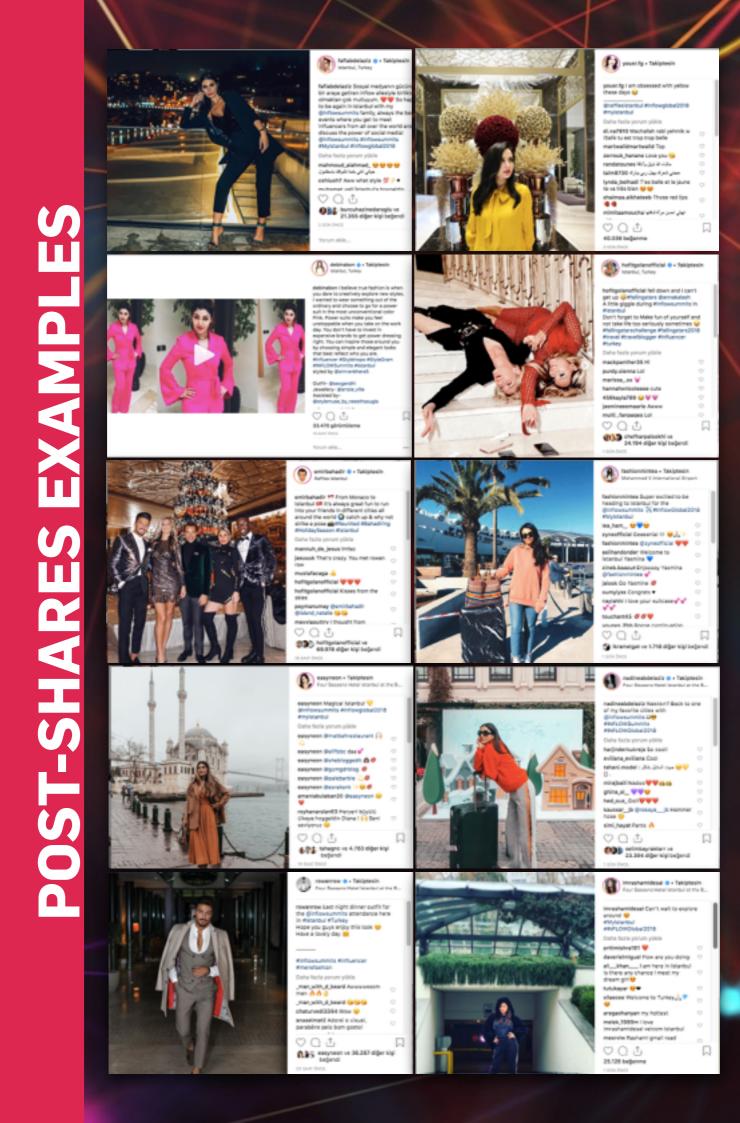
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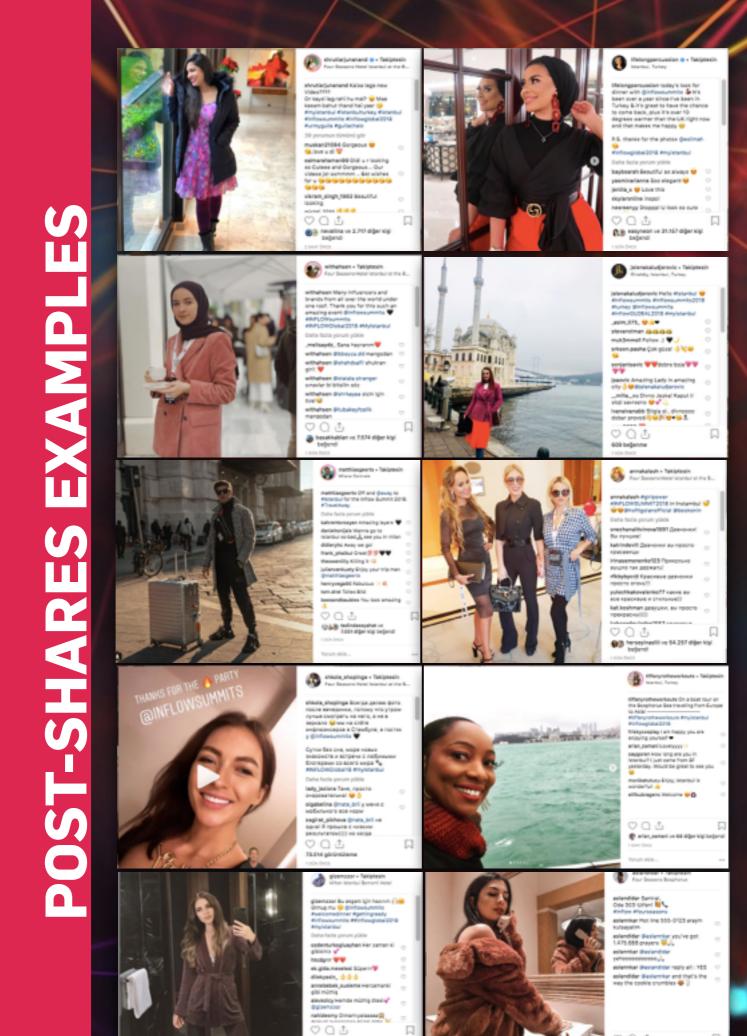
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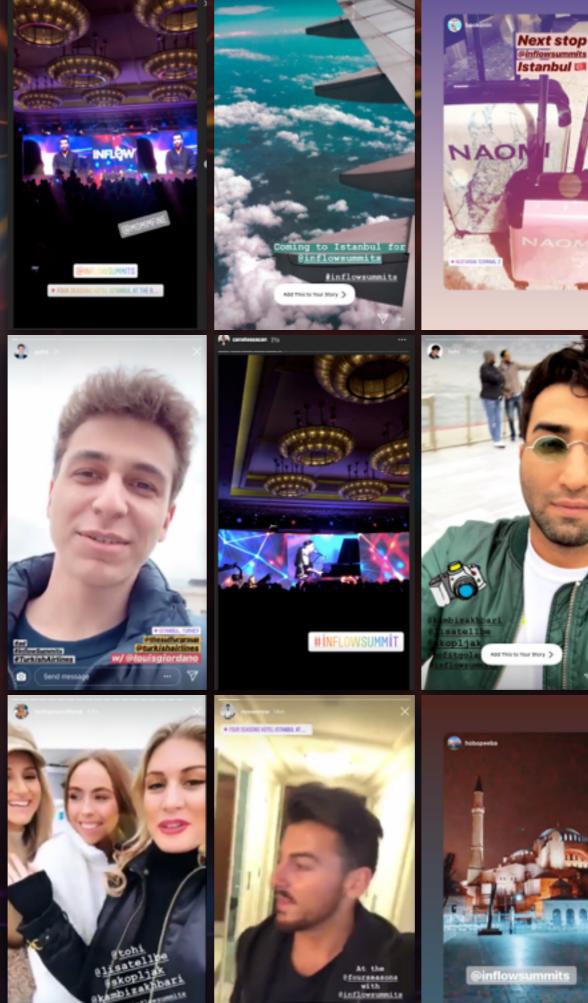
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#### **Ryan Williams**

Author at Influencer Economy Tribes are formed to share purpose and awaiting communicate.

The new economy online you need the element of collaboration, you need audiences, you need to make products with them. Most importantly you need to diversify revenues who here makes money out of Instagram.

Remember that solving problems will be how you can truly add value as an influencer and how you can collaborate with the brand, most importantly your audience. **STORY EXAMPLES** 



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# **STORY EXAMPLES**



AFTER A COOD SHOWER EVERYTHING IS BETTER

@inflowsummits

INFLOW

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#inflowsummits







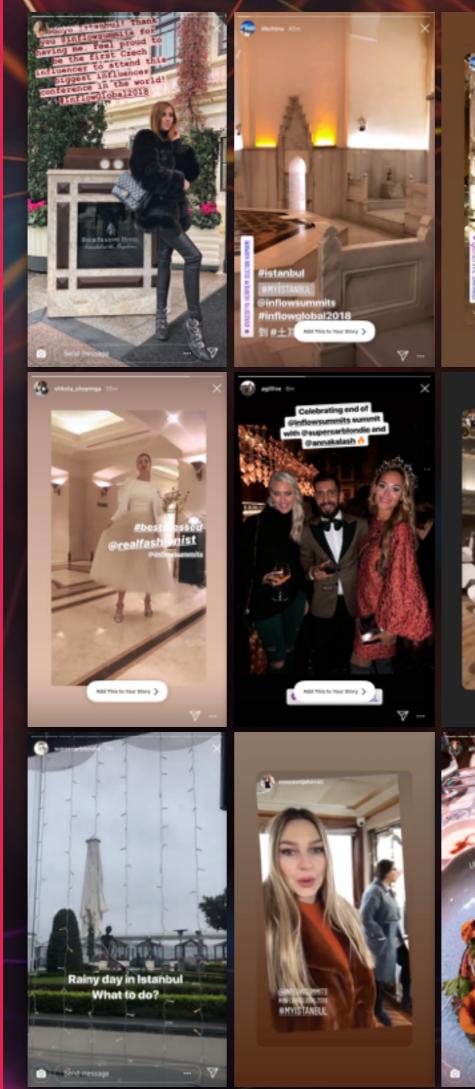
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# STORY EXAMPLES





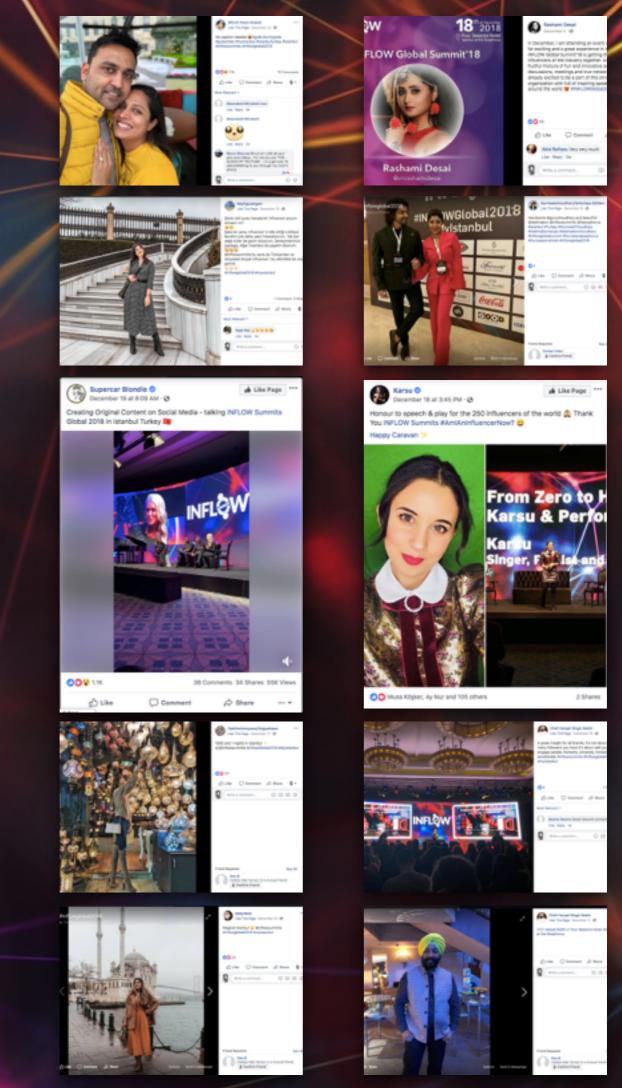








Gabe Erwin @gabe It's like establishing a brand for yourself. I feel like it makes you feel different from another people. To me it's how do i make myself also different and how do i allow myself to fit in the space that is saturated in certain ways so still be able to make my name different.







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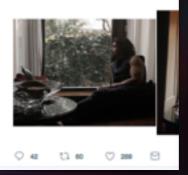


Harpal Singh Sokhi © @harpalsokhi · Dec 8 Looking forward #inflowsummits #inflowglobal2018 #turkey, great time to catch up with Global Influencers across the world #sayyestonamakshamak #namakshamak instagram.com/p/BrKAkarFgP2/...





GURMEET CHOUDHARY © Gguruchouchary While in the midst of hustle you get some time beautiful setting of natural green through the w Amylstanbul Fistanbul



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# **PRESS COVERAGE EXAMPLES**

#### **500 milyon kişi** izlec



#### Anne ben iyiyim



#### Ateist olarak büyüdüm



#### Ankara'daki takipcimi görmeye gideceğim

yipen ve mily diği kol

0.0 Summit'18 kapsaminda 30'dan fazla ülkeden 100'e yakın yabancı influencer istanbul'a geldi. Influencer'lar tarafından yapılan sosyal medya paylasımları aracılığıyla tüm dünyada yaklaşık 500 milyon kişi İstanbul paylasımlarını gördü. Takipçiler onların İstanbul deneyimlerini sosyal medyada konustu.

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or olarak arelan fa m bir Türkçe karadığı bu Effilievici kisi, ka yalon tananlar şimdilk, Bu yıl düncünü düzenlenen **DATLON** constrict '18 kapsarronda

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#### AFLARI HARIKA



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NISANTASI'ND SOLUGU ALDIR Hedistanle REAL TRADEMANY Ta pelo alt en ornali, Kim daha ce buradaydi?

o bunke



#### Milyonlarca takipçisi balanan dijital dinyanın 100'e yakın yabancı fenomeni INTLOW (Eduka Summit için İstanbul'a geliyor İstanbul'a geliyor

CM dinyada milyonlarca kişinin seyahat, moda, yemek we teknoloju tercihlerine yön weren dijital içerik üreticile-

rti, seyahat yazarları, profesyonel fotoğraf sanatçıları ve sektör profesyonellerini bir azaya gericen INBLOW Sumnuts, bu kez dünyanan en büyük infinencer Pazarlaması etkiniği INBLOW Global Summir 18'i İstanbul'da düzenliyer, Bu yul 4'üncü kez gerçekleştirilecek INBLOW Global Summir, 18 Aralık'ta Four Seasons Hotel Bosphorus'ta yapilacak. INFLOW Global Summit'18'in odagjinda ise Istanbul bulumayor. Istanbul Büyükşehir Belediyesi ve Türk Hasu Yolları'nın (THY) destekleriyle gerçekleşecek etkinilik, diinyamın dört bir yanımdan gehem dijital medya ilderlerine İstanbul medya ilderlerine İstanbul deneyimi yaşatmayı ve ülke turitmini canlandırmayı amaçlıyor, 19 Aralık'ıa farklı kitlelere bitap eden 25 yabancı imfiaencer



için özel bir İstanbul turu da düzenlenecek. 541 MİLYONA ULASTI

Bu tura katılanlar Ayasofya'da ney dinletisinden

Influencer Ekonomisi Türkiye'de 35 Milyon TL'ye Ulaştı

11.1.1

Beigrad Otmanian'nda gezinti yapmaya kadar farkin aktivitelete katilma jansuni yakalayacak, BNLDW Sumhini karnoz Otrabi Itane

nits Kurucu Ortağı Emre Gelen "Etkinliklerimizi aralamnda THY gibi dünya markalannın yer aldığı 74 markayla gerçikleştirdik ve toplumda 541 milyon kişiye erliştik. Global Summit 18-lik milyonlarca kişi tarafından takişe edilen ve dünyanun birçok farklı bölgesinden gelen 100° yakın yabancı influencer'ın yerli influencer'arla buluşmasını sağlayacağır. Seyahat, moda, güzellik, gastronomi ve daha bişok alanda işerik üreten, farklı kitelere hitap eden yetli ve yabancı yüzilerce işerik üreticisini ağırlayacağır.' dedi.



AYLIK GELÜRLERİ 20 BÜN LÜRA Baştın Yürkişe'de influencerlara yatarım yaşan marka seşus 1.000'i aştı. Manunda etkin olan bir influencer'ın ayla göliri ise 30 bin Tüy'i şaşmış darumda.

#### Dünyaca ünlü fenomenler İstanbul'u anlatacak

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#### #INFLOWGlobal2018 #MyIstanbul

	TOTAL SHARES	POTENTIAL REACH	INTERACTION
INSTAGRAM	178	78.145.645	23.404.393,5
INSTA-STORIES	978	426.398.033 views in total	426.398.033 views in total
FACEBOOK	10	5.266.557	526.655,7
TWITTER	16	5.193.457	519.345,7
YOUTUBE	3	1.402.427	280.505,4
TOTAL	1.184	1.218.406.119	451.128.933,3

#### TOTAL REACH

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		REACH	AVERAGE COST PER REACH*	TOTAL
	INSTAGRAM	78.145.645	0,05 \$	3.907.282,25 \$
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social media	INSTA-STORIES	426.398.033	0,02 \$	8.527.960,66 \$
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SOC	FACEBOOK	5.266.557	0,02 \$	105.331,14 \$
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ALUE	TWITTER	5.193.457	0,05 \$	259.672,85 \$
MEDIA VA	YOUTUBE	1.402.427	0,02 \$	28.048,54 \$
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Σ	CONVENTIONAL MEDIA	3.604.349	-	198.705 \$
	TOTAL		13.027.000,4 \$	

\* Average Unit Values are calculated at minimum global purchasing values.

### TOTAL MEDIA VALUE

#### 13.027.000,4 \$



**INFLOW** is short for 'Influencers of The World'. INFLOW aims to bring together the well-known faces on popular platforms, digital opinion leaders, bloggers, social media content creators with leaders brands in sectors at international conferences including B2I (Business to Influencer) meeting & special activities.



Thus, **INFLOW** features being the most important platform that manages destination promotion, marketing and what is required to be promoted in the best way; realises common goals; steps up the marketing power; and brings together the potentials of pioneers active in the market to create profitable business.



#### Volkan Akyüz

Samsung, Head of Digital & Data-Driven Marketing at Samsung Electronics



Influencer marketing is transforming. Because influencer marketing is not only brand equity or the brand reputation. Including this, it's also together with data driven. If you are evaluating and optimising your data very well, you can expose your marketing communication through influencers very efficiently.

>

This report has been prepared by using data of Social Media Statistics, Google Analytics and INFLOW Bridge

- **Reach Data** presents the number of unique accounts that see the post or story.
- Interaction Data presents total insight into how active audience of Influencers have likes and comments.

INFL



#### Turkey's Promoting Events category winner at the **Skalite'17**



INFLOW Summits is an official World Tourism Organisation (UNWTO) member

## COMING TO YOU MARCH 2019

**OATAR** 

