


INFLOW Global Summit
15th - 24th of December 2017

Event Report



INFLOW Global Summit 2017 gathered the world's leading **200** digital influencers in **travel, luxury, fashion, gastronomy, mom & kids** industries together with leading brands through several activities including keynotes, panels, networking get-togethers and structured 'matchmaking sessions' to share ideas, collaborate and engage in a unique style.



“In an event that experiences of influencers and experts in various fields are told, brand-to-influencers meetings called B2I opens up new opportunities for new business partnerships. I think INFLOW functioning as a useful platform in the brand-influencer-consumer triangle will appear more in our lives with even better projects in the near future”

İrfan ÖNAL , General Director of Promotion - Ministry of Culture and Tourism of Republic of Turkey

SCHEDULE

15th
of December

Press Meeting & Breakfast
@ The Ritz-Carlton Istanbul

17th
of December

Refugee Camp Visit
@ Nizip, Gaziantep

18th
of December

Welcome Dinner
@ Four Seasons Bosphorus

19th
of December

Panels & Insight Sessions
@ The Ritz-Carlton
Influencer Party by Lifecell
@ Fairmont Quasar

20th
of December

B2I Meetings & Networking
@ The Ritz-Carlton

21st/24th
of December

Familiarisation Trip
@ Cappadocia



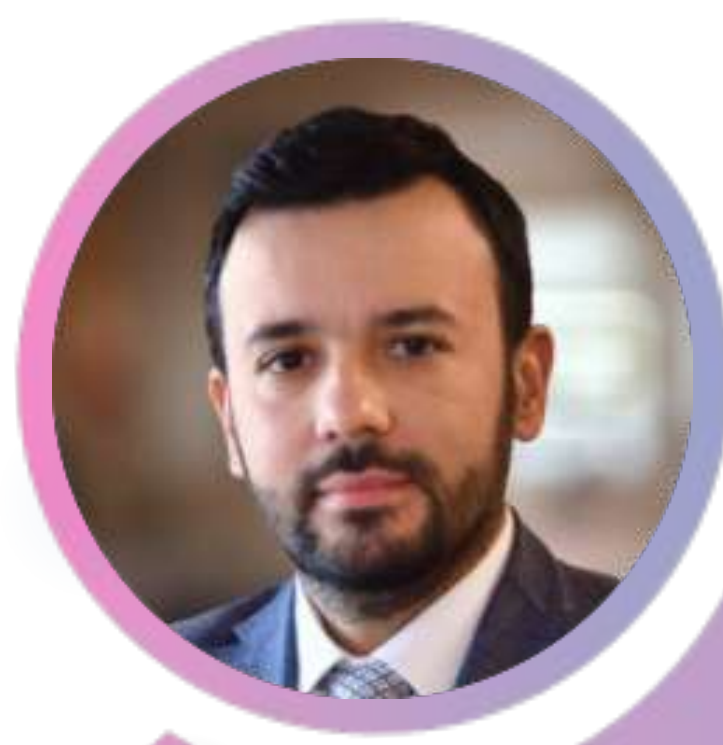
“INFLOW Global Summit ‘17 was an effective event that social media influencers from various countries have attended and millions of people have watched the shared posts. It was very pleasant and efficient to attend to this event which I think was very beneficial in terms of promoting our country.”

Fatma ŞAHİN , Gaziantep Mayor - Former Family & Social Policy Minister



INFLOW Global Summit has started with the Press Meeting that INFLOW Co-Founders Emre GELEN & Afşın AVCI and Hotel Association of Turkey (TUROB) General Director İsmail TAŞDEMİR hot together with local press members and global press representatives.





“Realized for the second time this year, INFLOW Global Summit has been completed with success once more as the last year’s event. As a global brand that has succeeded in many projects in content marketing, coming together with influencers that shape the sector with the followers they have and having the opportunity to promote our brand and country in the best way possible were quite pleasing”

Ahmet Harun BAŞTÜRK, Senior Vice President - Sales of Turkish Airlines

As a social responsibility project, INFLOW Summits brought influencers to Gaziantep's Nizip Syrian Refugee Camp in Southeast of Turkey to draw attention to a social cause with the mutual contributions of influencers and opinion leaders to create an effect in all around the world.





Refugee Camp Visit @ Nizip, Gaziantep

17th
of December



Refugee Camp Visit @ Nizip, Gaziantep

17th of December

Fatma Şahin @FatmaSahin · 17 Ara
İrkçiliğin bu kadar arttığı bir ortamda Gaziantep'in 500 bin Suriyeliyi nasıl misafir ettiğini gözlemlemek isteyen, 12 farklı ülkeden, ünlü sosyal medya fenomenleri @inflowsummits kapsamında bugün Gaziantep'teydi. Dünya takdir etmek dışında, bunu nasıl başardığımızı merak ediyor.



melaniemartinsblog 23m

The group from
#InflowSummit17
arriving at **#NIZIP**
refugee camp



We were greeted by the
diretor of the camp who
showed us the schools,
hospital, etc.

Send message



youssefsabry_ · Following
Antep, Gaziantep, Turkey

youssefsabry_ Over 3.5 million Syrian refugees in Turkey tr. #lifewizyoussef #misftspack #influencetheworld #inflowglobal2017 #inflowwin #inflow2017 📱: @misftspack kbneed
mahenar.attia
deemamoustafa
aya_ramdan69
skerolex All love homie
youssefsabry_ @skerolex

3,735 likes
DECEMBER 18

Add a comment...



“INFLOW Global Summit 2017 was a solid event with both content and quality. INFLOW team has created an efficient space for business partnerships by successfully bringing together influencers that influence millions from all around the world.”

İsmail BÜTÜN , Marketing Executive Vice President of
Turkcell

18th of December

Welcome Dinner
@ Four Seasons Bosphorus


Influencers and brand representatives came together begin with the Welcome Dinner during the first night at Four Seasons Bosphorus with a cocktail, dinner and a nightlong stage performance.



18th
of December

Welcome Dinner
@ Four Seasons Bosphorus



 **fafiabdelaziz** • Following
Four Seasons Hotel Istanbul at the Bos...

fafiabdelaziz Ready for the Inflow dinner, wearing a full outfit from @revolve ❤️
#influencetheworld #inflowsummits #inflow17 #inflowmarketing #turkey #istanbul #inflowglobal2017 #inflowmarketing @inflowsummits


View all 24 comments

- nirvana.abdul FABULOUS 🌟🌟🌟
- ankafoltut ❤️❤️❤️❤️❤️
- aldroubirana My favorites outfit I have ever seen on you amazing
- vivadiwa Charming
- noemidaniele__ Beautiful
- layan_hazouri 😍😍
- simongauro ❤️❤️❤️
- chernizovamari Nice
- shreya.deb ❤️👍

3,902 likes
DECEMBER 18

Add a comment...



 **realfashionist** • Following
Four Seasons Hotel Istanbul at the Bos...

realfashionist Gala dinner @inflowsummit at @fsbosphorus So many benefits from participating @inflowsummits 2017. ❤️❤️ We raised some important issues in Istanbul while sharing this unique experience #inflowsummit2017 📸 Foto Credit: @qiurii 🌟🌟🌟🌟 #inflowsummits #influencemarketing #influencers #influencetheworld #inflowglobal2017 #grandmotherthatlovesfashion #lovegetsloveinreturn #bethebestversionofyourself #love #myangel #rememberstefan 🙏 #nofasterthanlife

Load more comments

- andrijana_radoicic 😍😍😍
- harperandtucker 💕
- irene_lopez__ #queen 👑
- chadualfaaz Happy New Year 🎉🎉🎉

7,172 likes
6 DAYS AGO

Add a comment...

18th
of December

Welcome Dinner
@ Four Seasons Bosphorus



gitasav • Following
Istanbul, Turkey

gitasav Welcoming dinner.
First day of Inflow Summits
@inflowsummits #InflowSummits
#InfluenceTheWorld #WeAreAtInflow
.
@tahagnc
Load more comments
shfzzhr Geulis pisannn
kentilest @nomu_yeppeo waaa ternyataa
afftnnisa Waaa shirenz juga di Istanbul
legging_wudhu_cantik Manis
nomu_yeppeo @kentilest
tessyashfl Gua terinspirasi banget gara
gara diri lu kak @gitasav
akhdiat.usman Duhh insiratif bet sih.
Udah kemana2 dan share apa2. Good job



91,103 likes
DECEMBER 18

Add a comment...



aliceabdelaziz • Following
Four Seasons Hotel Istanbul at the Bos.

aliceabdelaziz Just arrived at the
welcoming dinner with @inflowsummits
each wearing from a different designer! ♥
#inflowglobal2017 #Istanbul
#influencetheworld
Load more comments
_glorees Barbes
anais_olga_kovylina
celebrity_news93 حساب لآخبار المشاهير تسعدني
متابعكم
joellegeorgesfares
mehrnooshameri @farnazsalmani proud o
u
kettaghi @soooso528
theworldoffashion2 Nadine my favorite
notthatblog Amazing
leeearthurdahlberg love your account



8,419 likes
DECEMBER 18

Add a comment...



**“An exclusive opportunity to meet expert digital
partners for a new way to inform and communicate.
Never stop learning!”**

Ornella NACCARI , Veneto Tourism Office

Panels & Insight Sessions
@ The Ritz-Carlton
Influencer Party by Lifecell
@ Fairmont Quasar

19th
of December



- Every niche from travel, beauty to fashion, gastronomy and game, INFLOW Global Summit conference day allowed it's participants to discover more than 25 speaker's world by firsthand and gather new know-hows about this future industry.
- During the whole event, 3 hashtags were used by participants as: #INFLOWGlobal2017, #INFLOWSummits and #InfluenceTheWorld.
- Influencer Party has hosted by Lifecell at Fairmont Quasar with more that 400 participants as the after party of the conference day.

Welcome to INFLOW Global Summit



Panels & Insight Sessions

At panel & insight session day, 16 sessions has streamed live by more than 20 thousand people on Facebook and received more than 700 participants in the event hall.



Panels & Insight Sessions



Panels & Insight Sessions



Influencer Party by Lifecell

The host brand Lifecell has recreated the brand's world this time in Fairmont Quasar to interact with INFLOW's guests at the end of the conference day.



Influencer Party by Lifecell



easyneon • Following
Four Seasons Hotel Istanbul at the Bos...

easyneon Parteeeyy👉 @inflowsummits #inflowglobal2017

Load more comments

vivt25 Adorable! Look at how tight he hold you gurl! Love it 😍😍 beautiful as always.

clareblews These shoes are the ones ❤️❤️

__morena_1994 So beautiful

geschichte89 Hey babe welcome to Turkey. How i wish to see you off the camera :)))

vigorerosso Stunning 😍

yasminalbey seriouslyyy .Are you at Istanbul?

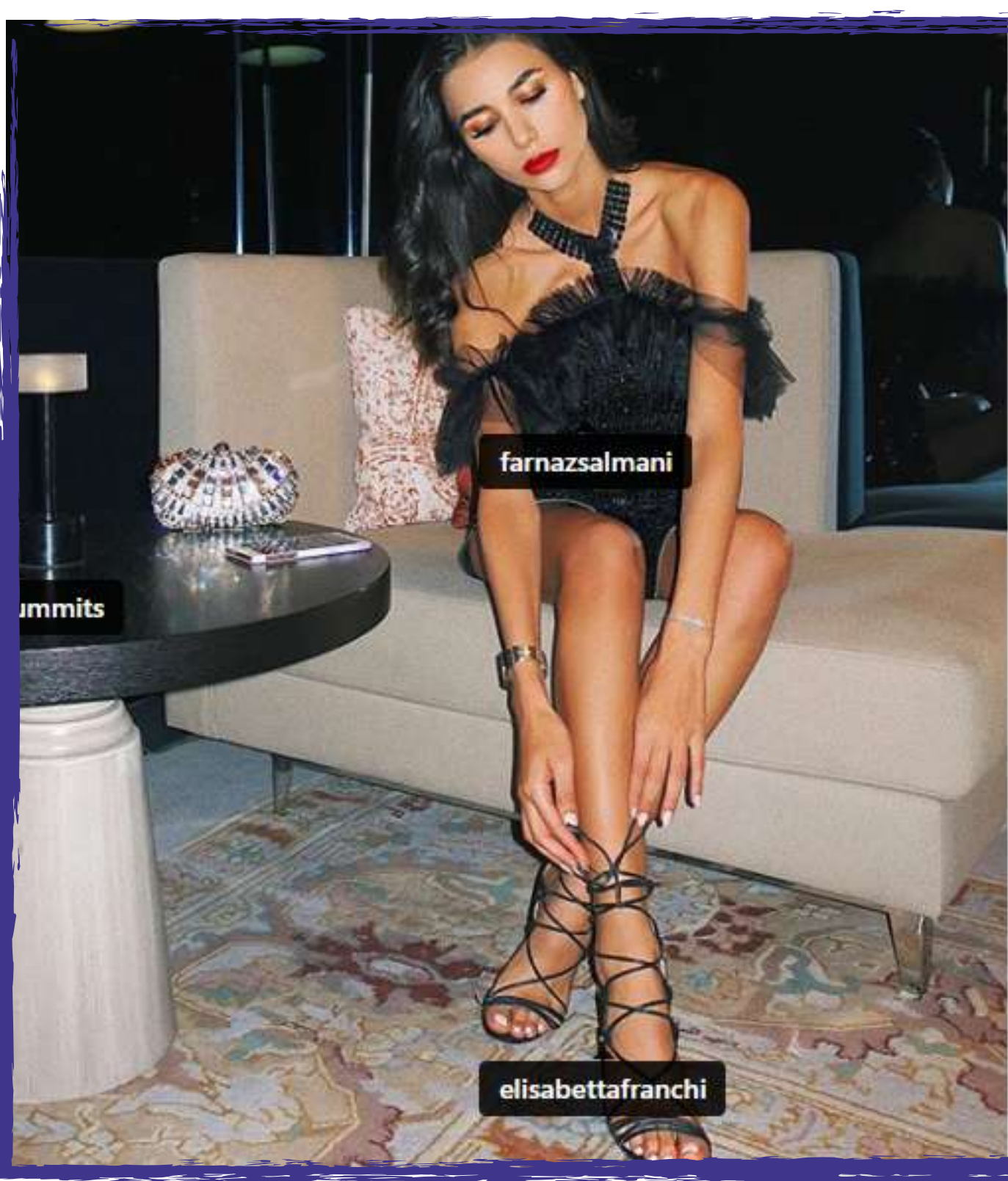
yasminalbey welcomee👉

dj_sledge So chic so gorg 😍

meneksegozlukiz Welcome to Istanbul! Hope you had a great time

7,654 likes
7 DAYS AGO

Add a comment...



nadineabdelaziz • Following
Istanbul, Turkey

nadineabdelaziz Getting ready for

View all 30 comments

superkammie 🍷🍷🍷🍷🍷🍷

idaaa.shrs IR IRIRIR🍷🍷🍷

yarraa.x loveeee

klaudiasalvini 🍷🍷🍷

michelrassi 🍷🍷

shahd_khashan love it

afrikandansir Those legs are forev

suziegabriel Fabulous 😍

vogue.mylife She is SO so talente her work!🍷🍷🍷

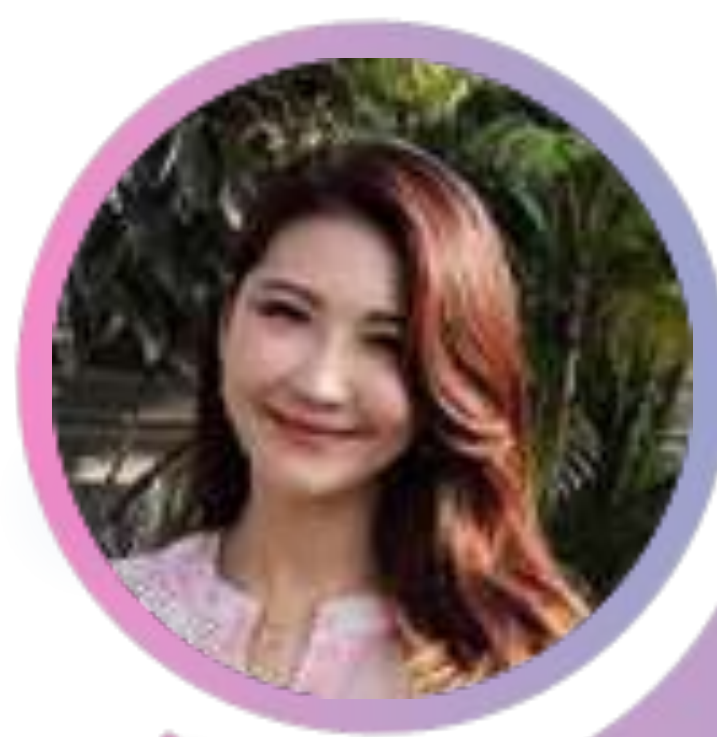
wwlidd73 🍷🍷

wwlidd73 🍷🍷

wwlidd73 🍷🍷

3,882 likes
DECEMBER 19

Add a comment...



“We were very much inspired by the people we met during the event. We welcome every chance to learn and grow with the great people around the world.”

Samantha LEE, @leesamantha

20th
of December

B2I Meetings & Networking
@ The Ritz-Carlton

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.







“I consider INFLOW Global Summit event to be a time-honoured platform and a powerful brand that brings together various sectors under the digital marketing roof in near future.”

Bařaran ULUSOY, President of Association of Turkish Travel Agencies (TURSAB)

Familiarisation Trip
@ Cappadocia

21st/
24th
of December

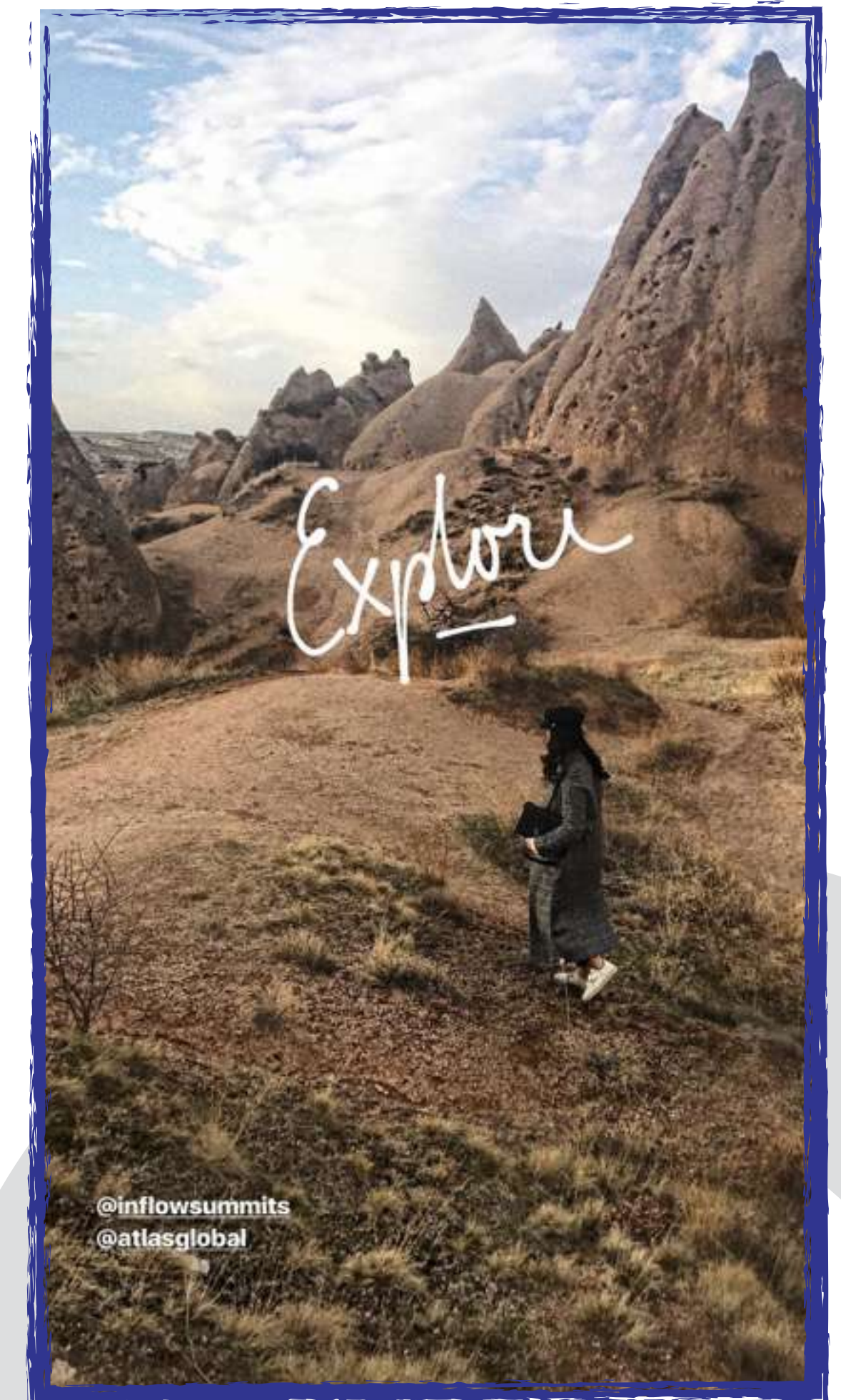
Shortly after the INFLOW Global Summit, 30 influencers headed to Cappadocia for 3 days for the discover of the beauties or the destination as well as the promotion of the region.





Familiarisation Trip
@ Cappadocia

21st/24th
of December



Familiarisation Trip
@ Cappadocia

21st/_{24th}
of December



Familiarisation Trip @ Cappadocia

21st/24th
of December





**“It has been an amazing time with the best people,
delicious food, photogenic landscapes and much
more”**

Michèle KRÜSI , @thefashionfraction

TOP INFLUENCERS



@bestvacations



@buseterim



@cristinamusacchio



@danielkordan



@jscmila



@onestep4ward



@wonderful_places



@travelawesome



@doyoutravel



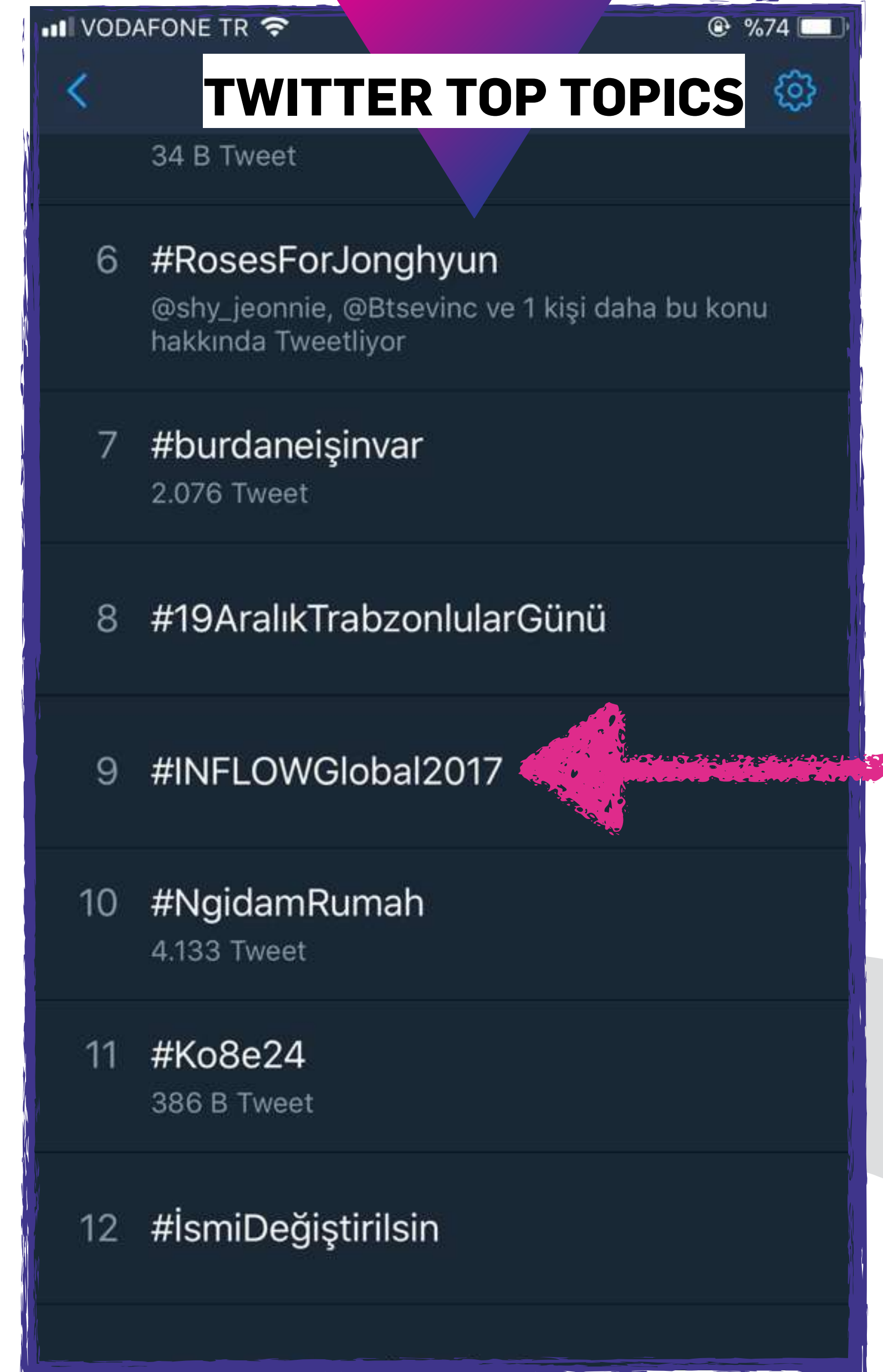
@gypsea_lust



“It was both enjoyable and informative. Plenty insightful presentations with several innovative ideas araised, that I am happy to be part of, in newly established future collaborations. All thanks to **INFLOW Global Summit.”**

Jacqueline BERRIDO PISANO , @realfashionist

POST-SHARE



POST-SHARE



fafia...
the @...
chan...
influe...
know...
All wearing @ronihelou
View all 25 comments
elsie.jbeilly DOPE
xnosh Queen FAFI
atul_gohel_dt
randchamseddine
deletedaccountlee CUTEIESSS I AM A
BIG AND HUGE FAN OF YOU SISTERSSS
antonychidiac nice
ronihelou
3,752 likes
6 DAYS AGO
Add a comment...



arian_zamani Me...
#inflowsummit #i...
@inflowsummits
Load more comments
nala_style Wow s...
arian_zamani @n...
arian_zamani @e...
arian_zamani @le...
Leona
arian_zamani @h...
arian_zamani @h...
arian_zamani @tv...
dears:)
sabsi_t Have fun there dear
florine_floch I fancy your shirt, so
awesome
sawadford92



mohamedmekawy • Following
Istanbul (Old City)
mohamedmekawy See you later, alligator
#mekawyishere
#3mcommand
#InfluenceTheWorld @misterflopatrik
Load more comments
mohamedmekawy @dotzsoh thanks love
danaasalalh Your look so beautiful
yousef_ashraf1997 follow I ahsan makeu...
artist f Egypt @dodykholoud
iamnaomithomas Crazy!
nour_gamal125 Guys follow great dentist
@dr_mohamedabdelaziz احد اشهر دكتور على الانستجرام
hewadpal
mohamedmekawy @iamnaomithomas



ivanomarino • Following
Cappadocia/Turkey
ivanomarino Up #turkey #cappadocia
#baloons #m #dreams #kappadokya
#travel #beautiful #love
Load more comments
medicodecelulas Amazing Pic
flakacirillo Portatemi qui @eleonora96
@rosylamb @kekkacr @kiara_ciacciarelli
daniel_capanema Foto maravilhosa!
h1noneh Wonderful
lisola_lis @giulioicirillo
giulioicirillo @lisola_lis si tutti uguali se la
sono fatti haha
giancarlozucca Pazzesco
yayitacorbelle So cool Picture
isabella_meres Fantastica foto
wonderland.stations So Amazing and
Wonderful
11,332 likes
20 HOURS AGO
Add a comment...



ivanomarino • Following
Istanbul, Turkey
ivanomarino What am I looking at?
#istambul #pose #travel #fashion #art
#urban #style #diesel #top #me
Load more comments
filippovalmorbida
coralyrou Spettacolo
francy.vitali
yasnaiacorrea
rsimacourbe Amore
lollo_pi
misterflopatrik
fabdire
official_cat Topppp!
rapidkicks Your jawline Gives me chills
jazbravo Demasiado bello
8,662 likes
4 DAYS AGO
Add a comment...

POST-SHARE



burkidie Fresh 🍷
twblogger Schau dich gerne auch bei n
um 🍷
richie_cheung Nice
glitterirymden Amazing
robertoderosa @romaincosta_L
sukrukoccu Welcome to Turkey. Is tea
beautiful 🍷
aslihanaydin01 Fantastic. My countrt
marlena_pilch Looks like cozy apartme
in scandinavia 🍷
4,878 likes
3 DAYS AGO
Add a comment...



dotzsoh • Follow
dotzsoh friends is the be
beautiful day in #istanbul
colours with @neskirimli
#turkey #justnow
@inflowsummits #INFLOW
just me @dotzsoh2 @dot
Load more comments
dotzsoh2 @ramodemo th
dotzsoh2 @rosirm yes it's
merry Christmas
dotzsoh2 @sallavallo tha
nice
dotzsoh2 @mysuitcasejo
dotzsoh2 @lauramaxplorers I agree too
dotzsoh2 @emmebi420 thank u
dotzsoh2 @joeypalmroos merry Christma
dotzsoh2 @joeypalmroos merry Christma



official_cat • Following
Istanbul, Turkey
official_cat I love so much this city! Thank
you @inflowsummits for having me 🍷
#catherinepoulain #influencetheworld
#weareatINFLOW #inflowsummits
#istanbul #misspoulainlovesistanbul
.
.
.
#beautifuldestinations #passionpassport
#allaroundtheworld #mytravel #travelpic
#travelguru #placetovisit
#travelinspiration #travelphotoblog
#travelpics #world_shotz #dreamspots
#ig_exquisite #allbeauty_addiction
#traveltheworld #travelawesome #travellif
#exploretocreate #wonderful_places
#discoverglobe #worldplaces #sightseeing
#travelphotography #travelvibes
Load more comments
4,801 likes
6 DAYS AGO
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andreafaceio • Following
Kapadokya/Goreme
andreafaceio 🍷
Load more comments
eceicidalkilic 🍷
teoischange nice shot 🍷
robertoderosa 🍷
petrabenevides Stunning pic 🍷
aj.c 🍷
scarletslibrary OHAHAHAHAHAHAH
scarletslibrary OHAHAHAHAT
siyardilekcii 🍷 did you like my country? 🍷
dierickxglenn Nice pic!
sbenli Cool man 🍷
mr.derekvampiresucker Awesome
duygugencsenyurek Wuhuuu 🍷
hiroclark 🍷

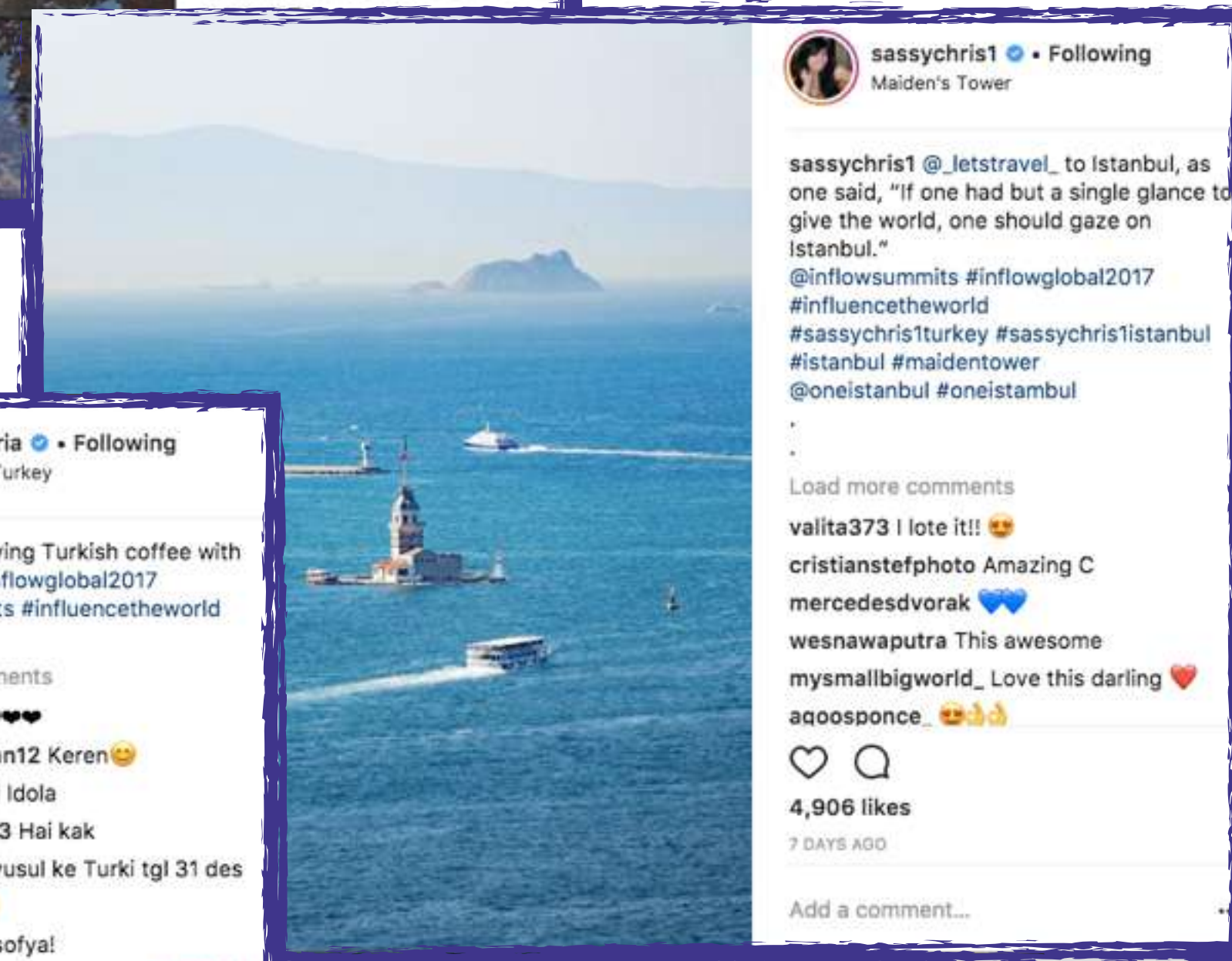
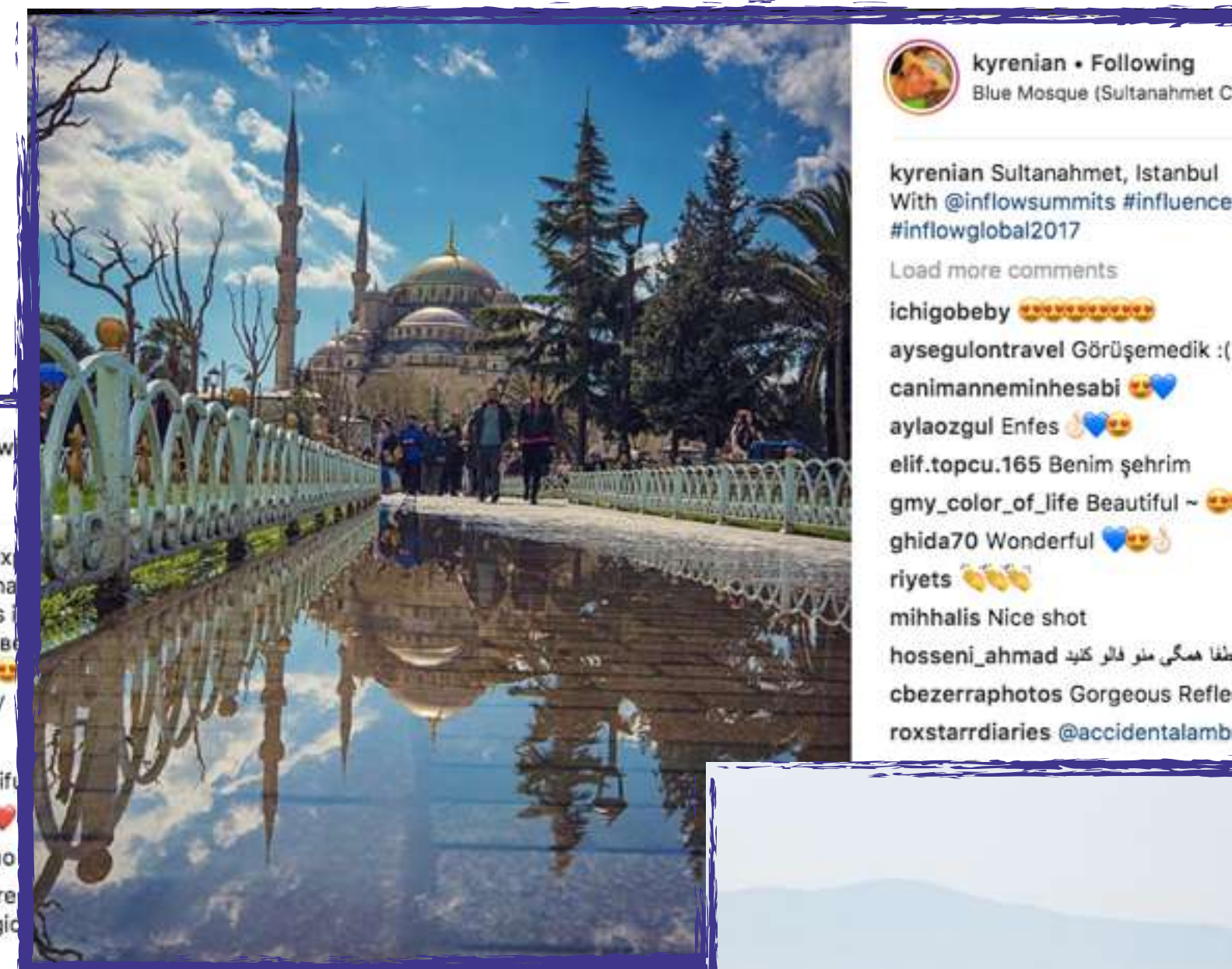


robertoderosa • Follow
Kaymakli Underground City
robertoderosa Shopping before
#cappadocia #xmas #carpet #
View all 34 comments
kevo_ger Nice!
roxcappadocia Ciao0000000
antonellolop Nice pic 🍷
framboisejam Top 🍷
xox.x.jenna 🍷
burkidie starker Post
mehmetpaksuu 🍷
cucaoliveira Una foto preciosa
jascha_osterhaus strong messa
masterdiavo mir gefällt es 🍷
martinbadakva 🍷
mariostu Nice shot, have a nice
vibie above Nice
4,801 likes
4 DAYS AGO
Add a comment...

POST-SHARE



POST-SHARE

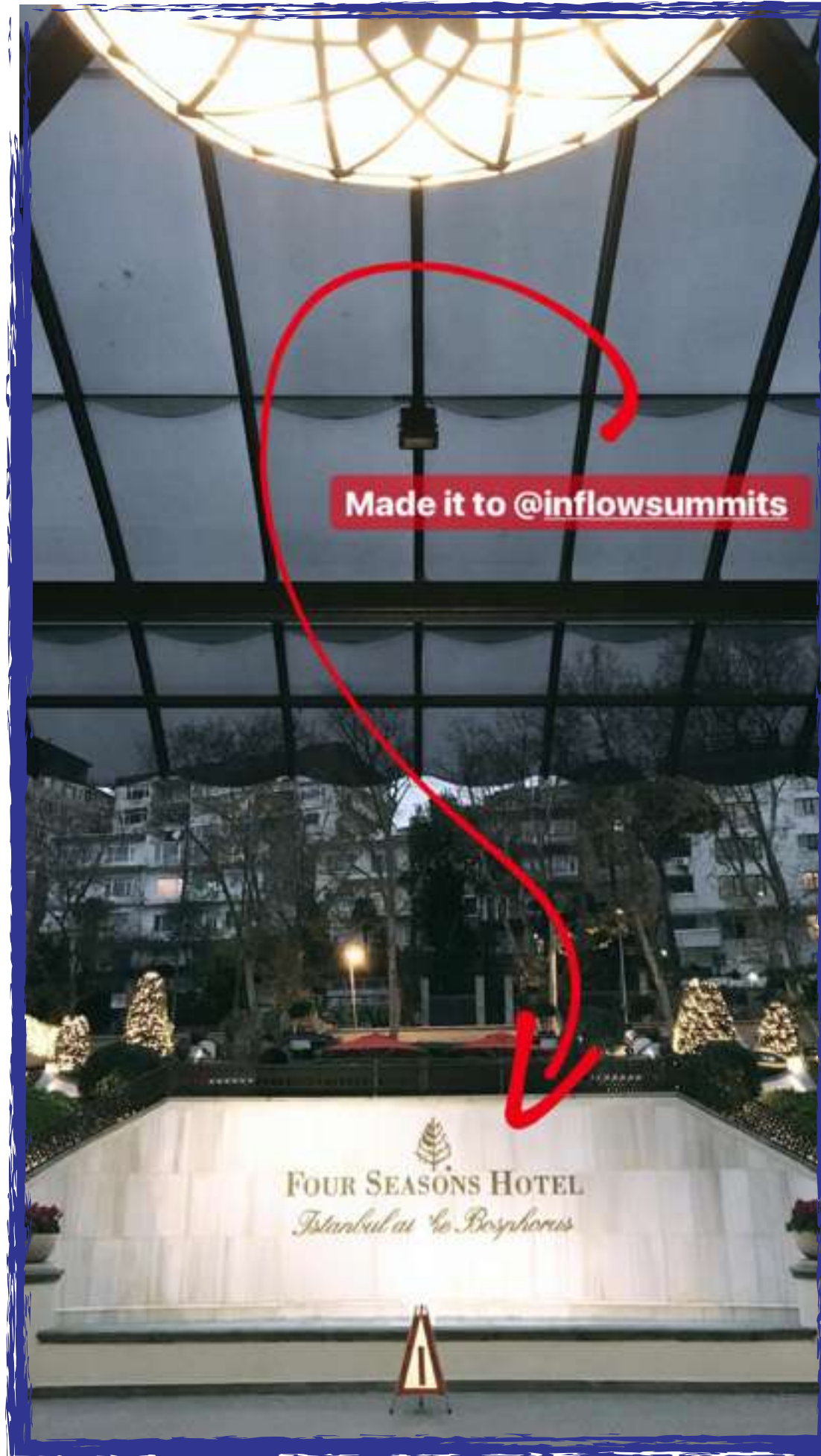




“It was great of you to show that social media interactions are not only effective in connecting with brands but also in social responsibility projects by visiting the Gaziantep Refugee Camp with the influencers from various countries. I think that you have made a great difference on behalf of ‘Partnermarketingship’.”

Alper Can BULCUM, General Manager The St. Regis Istanbul

INSTAGRAM STORY



INSTAGRAM STORY



INSTAGRAM STORY



INSTAGRAM STORY





**“INFLOW Summits 2017 event has been managed
with a professional operational process that aims to
gain vision and the event is appreciated by our sector”**
Timur BAYINDIR , President of Hotel Association of Turkey
(TÜROB)

CONVENTIONAL MEDIA OUTPUT



CONVENTIONAL MEDIA OUTPUT



entrée | Kültür Ajansı/Cultural Events

18-20
ARALIK
DECEMBER

DİJİTAL DÜNYANIN BULUŞMA NOKTASI
WHERE THE DIGITAL WORLD MEETS

inflowsummits.com



40'tan fazla lider markayı, dünyanın önde gelen blogger'larını, dijital influencer'larını ve sosyal medya içerik üreticilerini bir araya getiren **INFLOW Global Summit**, The Ritz-Carlton İstanbul Otel'de düzenleniyor. Seyahatten moda, yeme-içmeden teknolojiye farklı temaların ele alınacağı dijital pazarlama zirvesi, panellerin yanı sıra yeni iş birlikleri adına imkânlar sunan B2I toplantılarına da ev sahipliği yapıyor. Etkinliğin sponsorluklarından birini ise Türk Hava Yolları üstleniyor.

Bringing together over 40 leading brands, prominent bloggers, digital influencers and social media content editors, **INFLOW Global Summit** takes place at the Ritz-Carlton Istanbul Hotel. Focusing on various themes from travel to fashion, dining to technology, the digital marketing **summit** hosts sessions and B2I meetings that enable participants to form new partnerships. Turkish Airlines is one of the event's sponsors.



CONVENTIONAL MEDIA OUTPUT

10 Aralık 2017

10 yılda 197 ülke dolandı

Gezen İRLANDALI

Dünyadaki tüm ülkelere seyahat etmeyi kafasına koymuş çılgın bir İrlandalı Johnny Ward. Üniversiteden sonra 10 yılını hayaline adadı. Ancak kolay olmadı. Yola çıkarken parası yoktu. Para bulmak için ülkesindeki tıbbi araştırmalarda denek oldu. Tayland'da dizi çıktı, Kore'de ayağını kıldı, Avustralya'da ameliyat oldu, Ekvador'da, Paraguay'da soyuldu. Hindistan, Fildişi Sahilleri ve Ukrayna'da tutuklandı. Ama yılmadı, sonunda 197 ülkenin tamamına gitti. Hayalini gerçekleştirdi. Gelecek hafta Türkiye'ye gelecek olan Ward'la çılgın serüvenini konuştuk.

Serkan OCAK s8-9



digitalage

Sosyal medya fenomenleri INFLOW Summit'de buluşuyor

INFLOW Global Summit, markaları dünyaca ünlü influencer'lar ile 15 - 24 Aralık'ta İstanbul'da bir araya getiriyor.

4

INFLOW Summit, 15-24 Aralık 2017 arasında İstanbul'da The Rix Carlton otelinde gerçekleştirilecek INFLOW Summit'in de sosyal medya fenomenleri, influencer'lar, medya kuruluşları, teknoloji şirketleri ve diğer stakeholder'ların bir araya geldiği bir etkinlik olacaktır. Program kapsamında düzenlenen INFLOW Summit, 15-24 Aralık 2017 arasında İstanbul'da The Rix Carlton otelinde gerçekleştirilecek. Program kapsamında düzenlenen INFLOW Summit, 15-24 Aralık 2017 arasında İstanbul'da The Rix Carlton otelinde gerçekleştirilecek. Program kapsamında düzenlenen INFLOW Summit, 15-24 Aralık 2017 arasında İstanbul'da The Rix Carlton otelinde gerçekleştirilecek.



paylaşım yapıp tekrar uyuyorum

10 milyon takipçinin olursa...

Nerede yemek yiyorlar, nereye tatil'e gidiyorlar, neler giyiyorlar hepsi milyonlarca kişi tarafından takip ediliyor. Onlar kitlelere ilham veren, etkileden 'influencer'lar... 10 milyon takipçili iki hesabın sahibi Suzanna Bruch ve Jessica Mila Agnes ile konuştuk ve dijital dünyanın bir başka tarafını aydınlatmaya çalıştık.

10 milyon takipçili iki hesap...

Suzanna Bruch ve Jessica Mila Agnes, 10 milyon takipçili iki hesabın sahibi. Onlar kitlelere ilham veren, etkileden 'influencer'lar... 10 milyon takipçili iki hesabın sahibi Suzanna Bruch ve Jessica Mila Agnes ile konuştuk ve dijital dünyanın bir başka tarafını aydınlatmaya çalıştık.



CONVENTIONAL MEDIA OUTPUT



Her tabakta bir hikâye var

■ Yemek seçen kızına eğlenceli tabaklar hazırlayan Lee Samantha, sosyal medyada fenomen haline geldi. Yenilebilir malzemelerden Muhammed Ali, Pinokyo, Soma'daki maden işçilerini sanat eseri haline getiren Samantha hem israfı önüyor hem de çocukların yemek yemesini kolaylaştırıyor.

S 15

PAZAR **DİKKAT!** **YEMEK 15**

Mutfakta ünlü biri var

Birçok marka için çıkan influencer Samantha'nın yenilebilir malzemelerle tasarladığı tabaklar adeta bir tablo.



Kızına yemek yedirmek için tasarlamaya başladığı tabaklar sayesinde sosyal medyada bir milyonu aşkın takipçiye ulaşan influencer Lee Samantha, yenilebilir malzemelerden sanat eseri oluşturuyor. Dünya çapında tanınan bir fenomen olmasına rağmen bunun hayattaki etkilediğini söyleyen Samantha, "Yapmış olduğum tabaklar sayesinde insanları etkileyip onlara ulaşmışım görünce kendime olan özgüvenim arttı" diyor.

ISRAFI ÖNÜYOR
Kun için tasarladığı yemekleri bir yandan da Instagram'da paylaşıyor. Bu hem onun için bir gelir kaynağı hem de ev kadınıların iş hayatına geçişini kolaylaştırıyor. Kun için tasarladığı yemekleri bir yandan da Instagram'da paylaşıyor. Bu hem onun için bir gelir kaynağı hem de ev kadınıların iş hayatına geçişini kolaylaştırıyor.

İŞ DEĞİL TERAPİ
Tasarladığı tabakların hikayesini ilk olarak kafasında kurup kağıda çizdiğini belirten Samantha, "Ben de herkes gibi belli sınırlarda yemek yapıyorum. Sadece tabakla sınırlama konusunda ekstra emek harcıyorum. Bundan da sıkılmıyorum. Çünkü bu tabakları yaparken harcadığım zaman aslında kendime ayrılan bir vakit. Ben bunu bir zorunluluk ya da iş olarak görmeyişim terapi gibi geliyor. Kendimi rahatlatma hissiyatı var" diyor.

BROKOLİYİ AĞAC OLARAK GÖRÜYÖRÜM
Tabaklarında görülen yemeklerin hepsinin taze sebze ve meyveden yapıldığını anlatan Samantha, "Beslikler severim kendi rengi. Marulağıttığında sebze ile rengi bakarak ilham alıyorum. Brokoliyi ağac olarak görüyorum. Kamuhların gördüğünde kar tenali tasarımlar aklıma geliyor. Çocuklarımdan biri yemekleri ilham veriyor. Şimdi uluslararası bir gastronomi ödülüne katıp yarıştım. Orada eğitim alıp kendimi birileri seviyeye taşımak istiyorum. Çünkü artık sadece çocuklar değil bir milyondan fazla kişiye hitap ediyorum. Bu kadar kişi tarafından tanınmak hayatımın pek etkilemedi. İlkden hayatımı nasıl sürdürdüğümü gördüm de böyle sürdürüyorum. Bütün bunlar ben de pekileştiğim olarak etkilendi. Daha cesur ve maceraperest bir insanı dönüştürdü" şeklinde konuşuyor.

Tabaklar düşüncelerimi yansıtır
Yeni Malazgirt'te doğmuş olan Samantha, 2015 yılında İstanbul'da yaşamaya başladı. Burada yaşadığı süreçte ailesiyle birlikte yaşamaya başladı. Burada yaşadığı süreçte ailesiyle birlikte yaşamaya başladı.



**“As The Ritz Carlton, İstanbul we believe the importance of using the new technologies to enhance our service standards.
Therefore, INFLOW has increased our knowledge in the digitalisation and supported our goals to meet with the new clienteles’ needs”**
Nicolas KIPPER , General Manger Ritz Carlton istanbul



TOTAL SHARES & INTERACTIONS

#INFLOWGlobal2017 #INFLOWSummits #InfluenceTheWorld	Twitter	Instagram	Instagram Stories	Facebook	Youtube	TOTAL
TOTAL SHARES	1.559	1.105	1.398	271	12	4.345
POTENTIAL REACH	10.970.000	59.466.219	140.858.429 views in total	23.681.025	5.571.000	240.546.673
INTERACTION	1.952.356	5.060.411	140.858.429	613.419	874.647	149.359.262



MEDIA VALUE

	Instagram	Facebook	Twitter	Youtube	TOTAL
TOTAL INTERACTION	Post: 5.060.411 Story: 140.858.429 Total: 145.918.840	613.419	1.952.356	874.647	-
AVERAGE COST PER ENGAGEMENT	0,1 ￼	0,40 ￼	1 ￼	0,15 ￼	-
TOTAL	14.591.884 ￼	245.367,6 ￼	1.952.356 ￼	131.197,05 ￼	16.920.804,6 ￼ 4.498.104 \$



“INFLOW is the smoothest manner successfully exceeded all expectations by bringing unique influencers from different parts of the world with diverse background into the magical Turkey in the best planned settings”

Tarek MOURAD , General Manager Four Seasons Bosphorus

ABOUT ITS'17

- INFLOW Travel Summit has organised with participation of **242 influencers**, social media experts, content creators and brands representatives at Swissotel Bosphorus Istanbul with other multiple places.
- Participant Influencer's posts and shares generated directly and indirectly approximately **55.156 contents** on internet about Gloria and Antalya.
- Posts and contents with #ITSistanbul, #inflowtravel, #inflowatgloria, #inflowinantalya, #travelforever hastags reached **292.326.037** all over the world between 17th-23rd of April. In addition, the access network has increased with the #Antalya #Turkey tags used by Influencers.





“INFLOW Summits has become a powerful brand in influencer marketing world in a short time. It is taking firm steps forward to write a victorious story, especially in the context of destination communication & promotion.”

Gökşin ILICALI, Chairman of the Board of Argos & Gestin Group




MONITORING SYSTEM

This report has been prepared by using data of *Boomsonar, Social Media Statistics, Google Analytics, Twittbinder*.

<https://www.tweetbinder.com>

<https://www.google.com/analytics/>

<https://www.boomsonar.com>

- **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.
- 

PARTNERS & SUPPORTERS

AWARDS & ENGAGEMENTS



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

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





EXPLORE . SHARE . INTERACT