



INFL  **W &**

اللجنة العليا
للمشاريع واليرث
Supreme Committee
for Delivery & Legacy

**INFLOW Qatar & Russia Activation
Powered by Supreme Committee**

10th - 17th of July 2018



The vision of the Committee is **using the power of football to deliver amazing** with the mission of successfully delivering all infrastructure and host country planning and operations required for Qatar to host an amazing and historic **FIFA World Cup™** which accelerates progress towards achieving national development goals and creates a lasting legacy for Qatar, the Middle East, Asia and the world.



KEY MESSAGE FROM SC

“Throughout Qatar’s history, every generation has faced and overcome unique challenges. When we bid to host the FIFA World Cup™, we did not turn our backs on the challenges we faced. Using creativity and determination, we turned those challenges into the strengths that allowed us to make history. We earned the right to host the tournament in the Middle East for the first time. ”

H.E. Sheikh Mohammed Bin Hamad Al Thani
Managing Director



ABOUT THE PROJECT

- ◆ INFLOW Qatar & Russia Activation Powered by Supreme Committee consist a **8 full days of FIFA World Cup Doha and Moscow experience with 4 chosen Influencers in Qatar & Russia.**



- ◆ Influencers spent **6 days in Doha following 2 days in Russia to participate England & Croatia Semi Final match** and discover the **FIFA World Cup 2018 activations in the city.**



- ◆ After the Semi Final games and Russia experience all **influencers are hosted in Doha for 6 days of city and the upcoming FIFA World Cup 2022 preparations** with the main contribution of the Supreme Committee.

KEY MESSAGE FROM SC

“Our bid to host the 2022 FIFA World Cup™ told the world to “Expect Amazing”. The task of the Supreme Committee for Delivery & Legacy is to “Deliver Amazing”. Our organisation leads the development of infrastructure that will be critical to Qatar’s hosting of an exceptional FIFA World Cup™ that creates a lasting legacy for our nation, region and the world. ”

H.E. Hassan Al Thawadi
Secretary General





RUSSIA

DOHA



ACTIVITIES MOSCOW

- ◆ Attending the **Semi-Final match of World Cup 2018 on 11th of July for the England vs. Croatia** game.
- ◆ Visiting the **Kremlin Palace, Red Square** and **St. Basil's Cathedral**
- ◆ Visiting the **GUM** and discovering the **Qatar 2022 Exhibition**
- ◆ Visiting the **Gorky Park & Majlis Qatar** and learning about the stadiums being built in Qatar for the 2022 World Cup





Located in Moscow's Gorky Park, **Majlis Qatar** introduced Qatar to over 48,000 visitors and the 2022 FIFA World Cup™. Fans became immersed in Qatar culture while enjoying live matches and learning more about the opportunities available in Qatar. This unique LED light show on the Moskva river served as a beacon to visitors near and far. It brought Qatar's natural and manmade wonders to life for thousands of fans.

ACTIVITIES DOHA

- ◆ Visiting the **Katara Village**
- ◆ Visiting the **Fanzone** for **3rd place games** & discovering the Fanzone
- ◆ Visiting the construction site of **Al Wakrah Stadium**, learning about the building process and the features of the stadiums
- ◆ Visiting the **SC Pavillion**
- ◆ Visiting the **Museum of Islamic Art** & discovering the history of various Muslim countries all over the world
- ◆ Watching the **Final Game of World Cup France vs. Croatia at ABHA Stadium Fanzone** to experience the upcoming atmosphere of 2022 Games
- ◆ Having a **safari tour** in desert to experience the nature where desert and ocean meets at **Sealine**





DANGER
⚠️
⚡
LIFTING IN PROGRESS

DANGER
⚡
↑
MEN WORKING ABOVE

DANGER
⚡
↑
HOT WORK ON GOING ABOVE
KEEP AWAY!

ہم آپ کو خطرات سے آگاہ کر رہے ہیں
EMERGENCY CONTACT NUMBER
77132645

INFLUENCERS



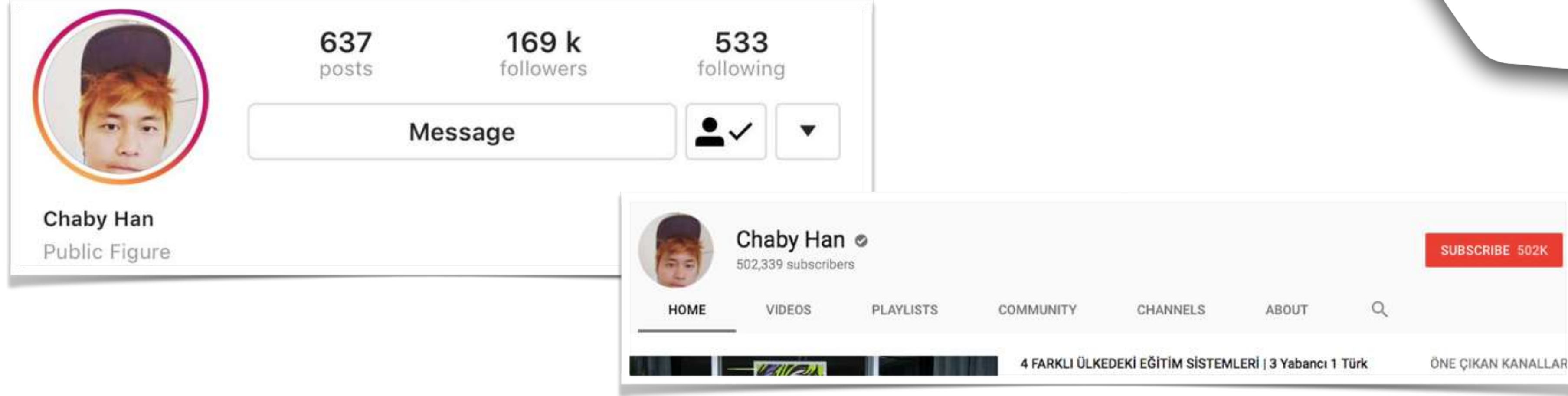
@ onestep4ward / Ireland

@ mrgeorgebenson / UK

@ chabyhan / Turkey

@ theamitbhadana / India

CHABY HAN



Chaby Han

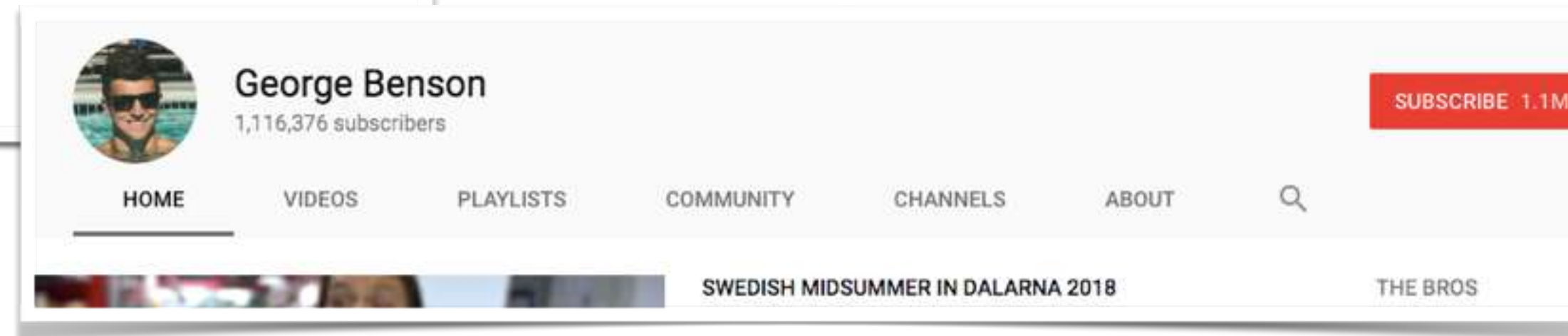
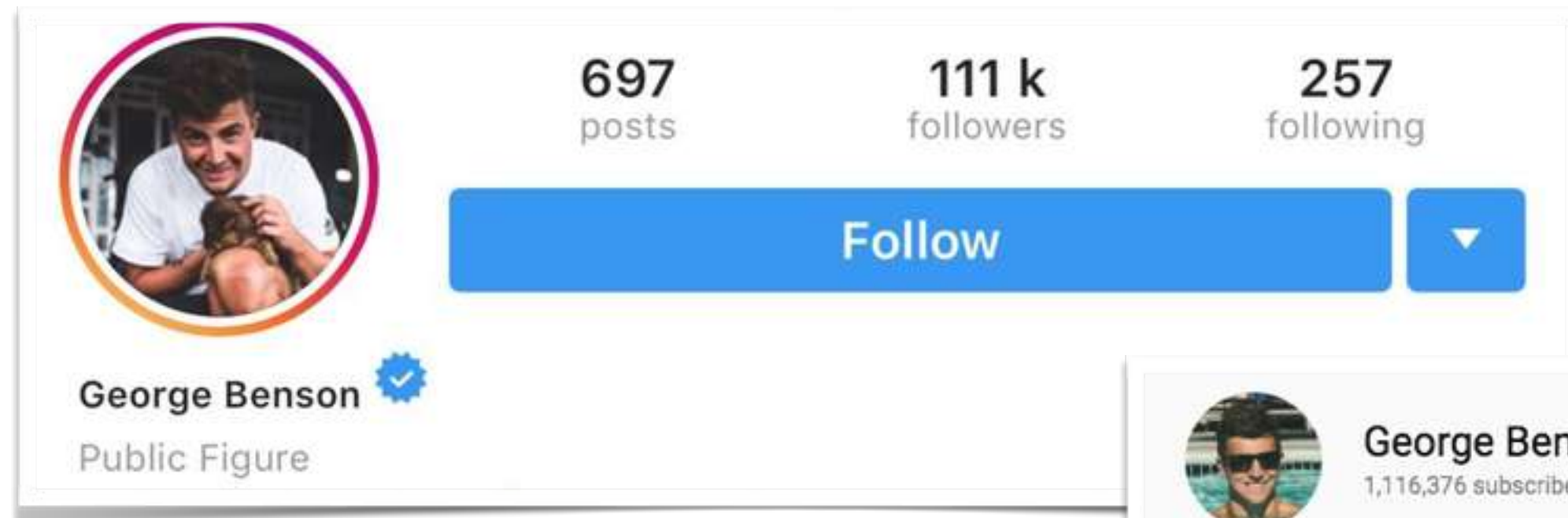
A Korean living in Turkey, Chaby has reached a great audience in a short time with his unique content. While his videos with people from different nations gives the message of unity and solidarity, his sincere vlogs inspires people to travel where he has been. Being a great football fan, he is hoping to see Turkey participate in #Qatar2022.



CHOSEN FROM CHABY



GEORGE BENSON

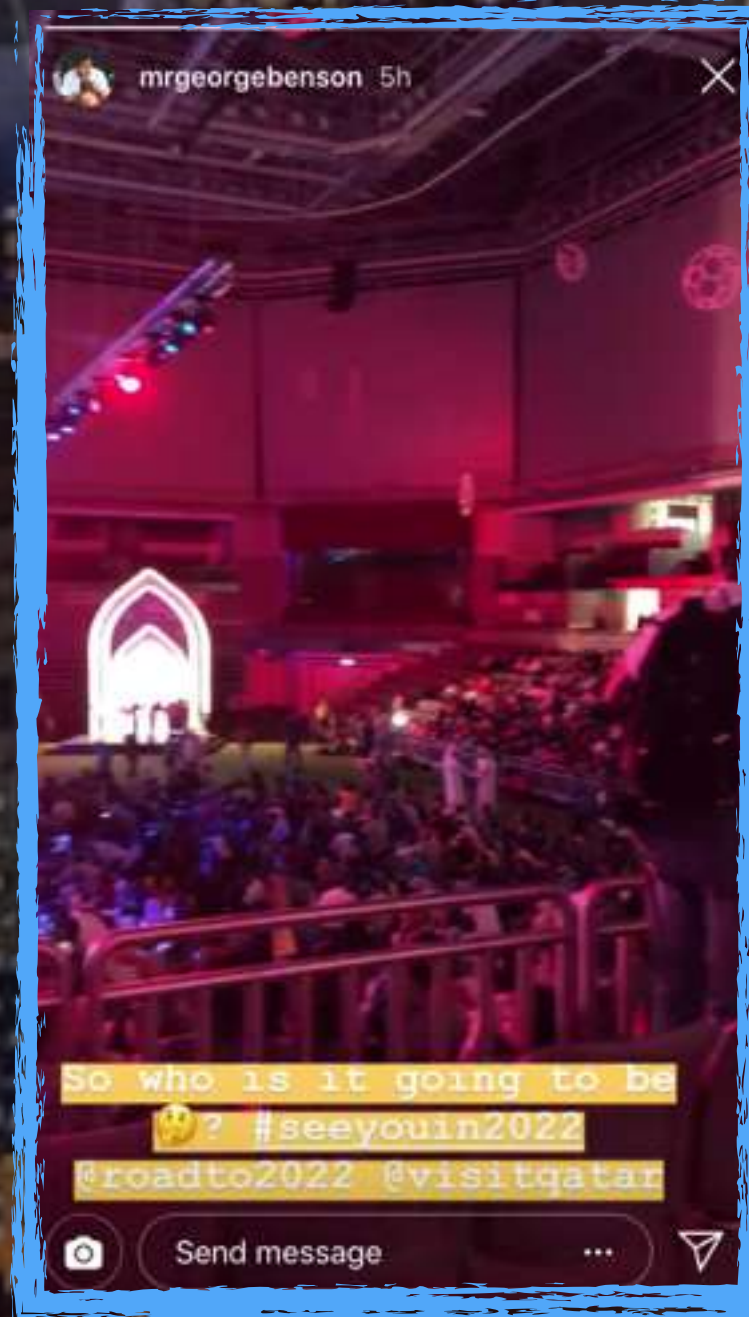


George Benson

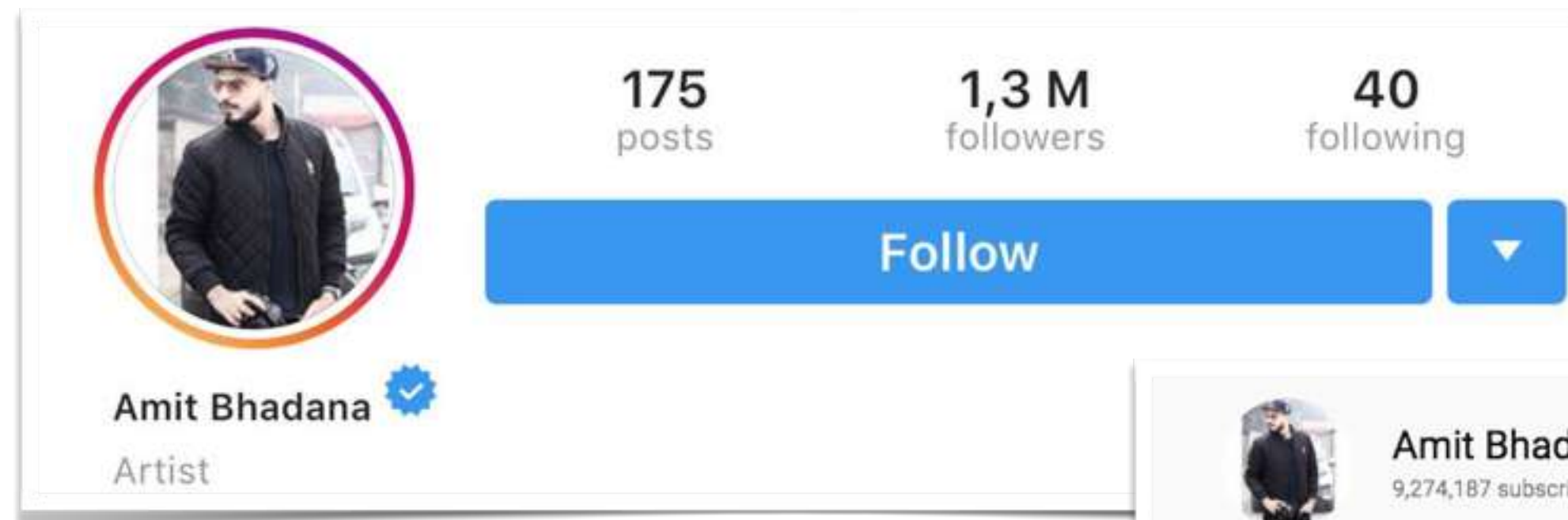
A young person with a passion, George started his youtube channel 7 years ago and now addresses to more than a million people on social media. He has been a lover of football since day one as he has a personal interview with Cristiano Ronaldo during his YouTube Career and he is also passionate about travelling & making films. Instead of getting a regular job, he saw the potential of internet and decided to earn his life through it.



CHOSEN FROM
GEORGE

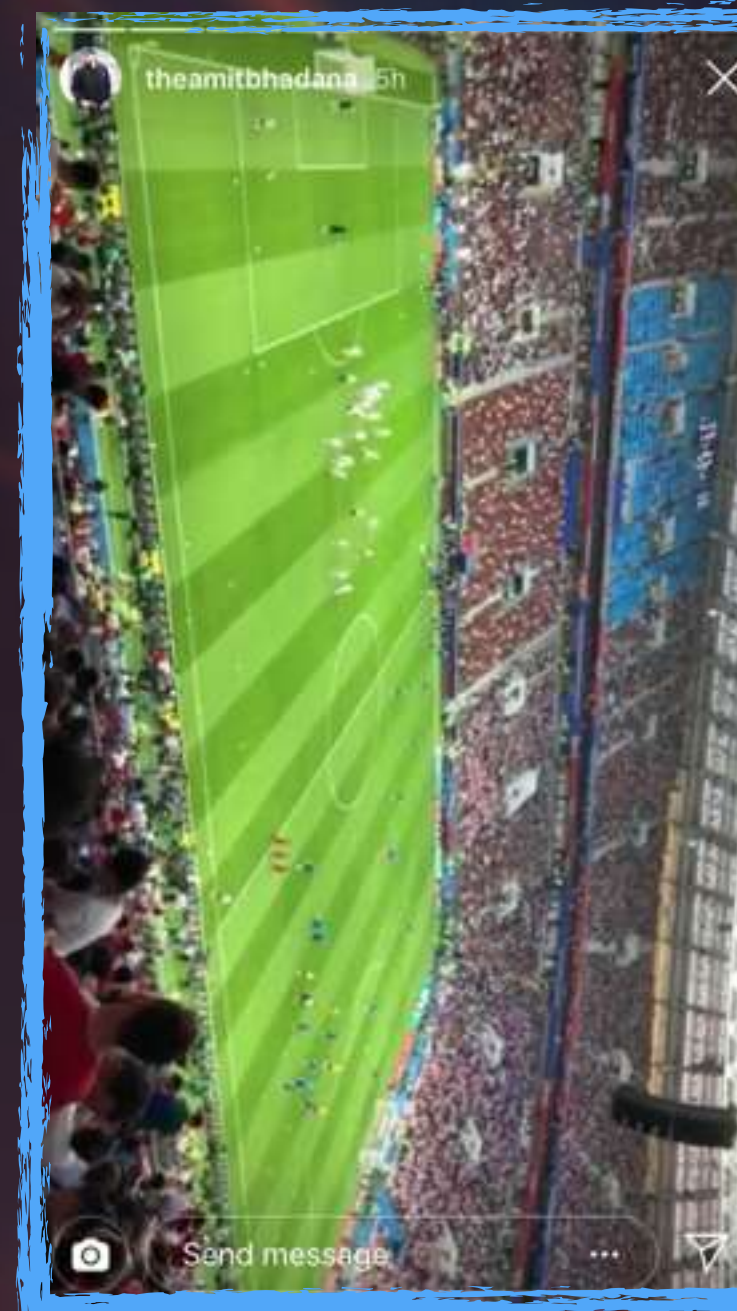
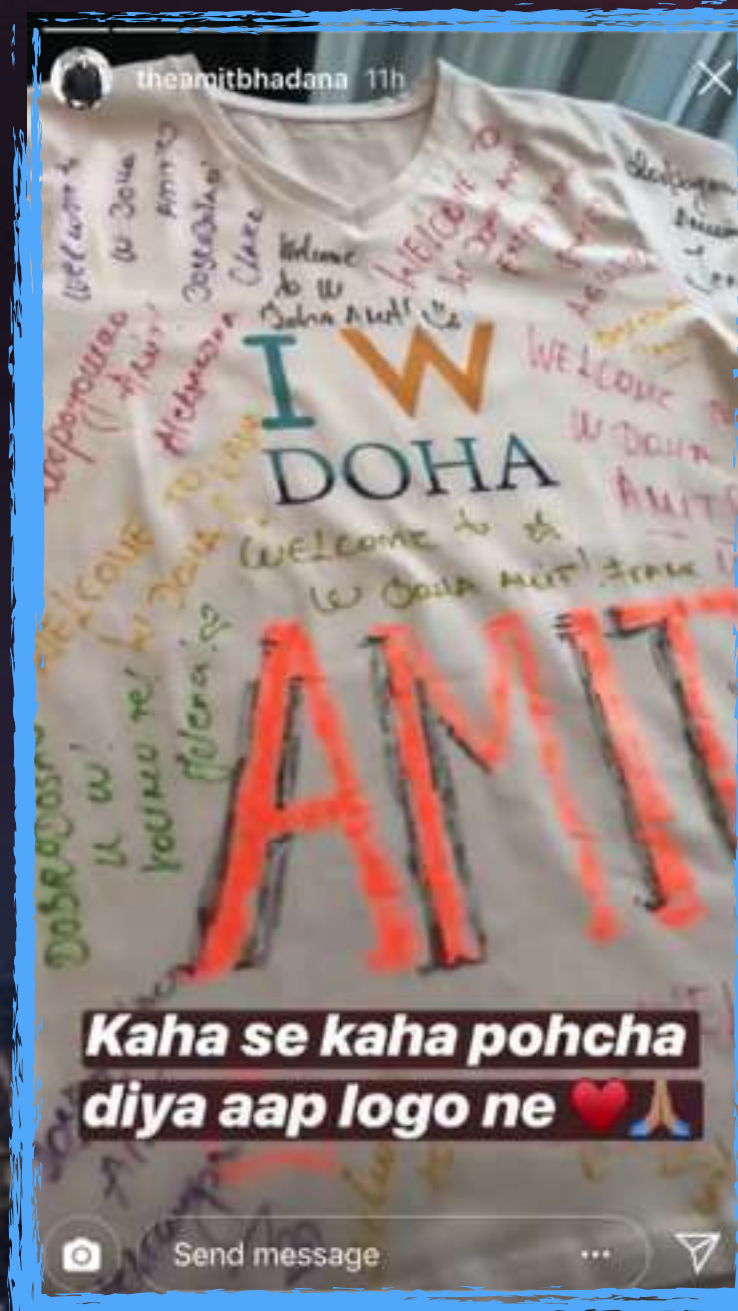


AMIT BHADANA

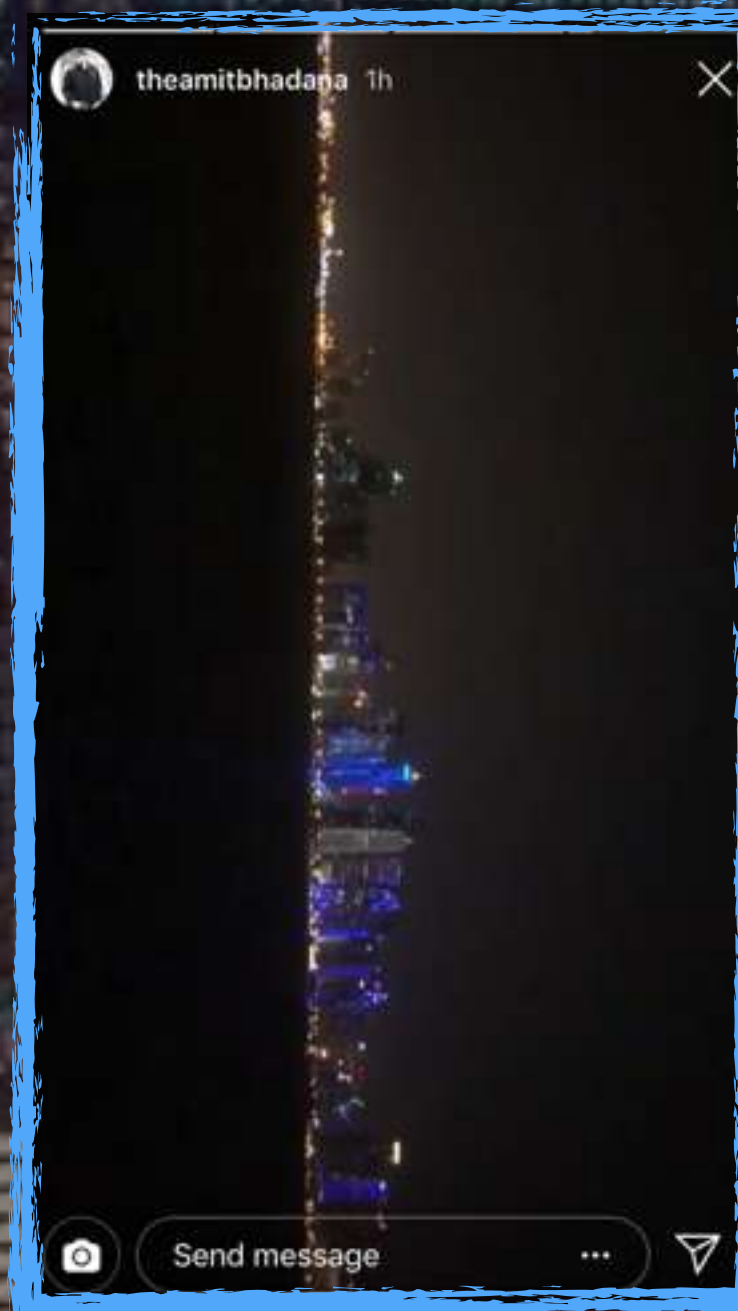


Amit Bhadana

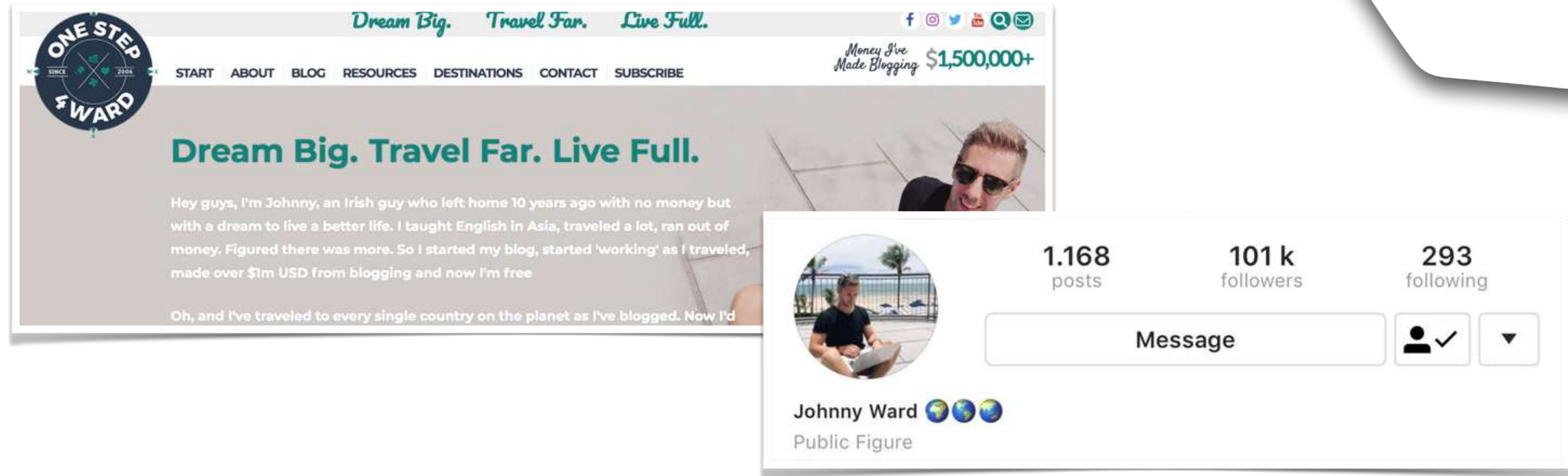
Switching from one channel to another, Amit has gained a massive audience in just a year of filming on Youtube. Also as a traditional celebrity in India, he has been creating scenarios that his audience truly enjoys, and he is inspiring them to be happy and do what they want to do. He is one of the most well-known figures in India, and there is no sign that he'll stop soon.



CHOSEN FROM
AMIT

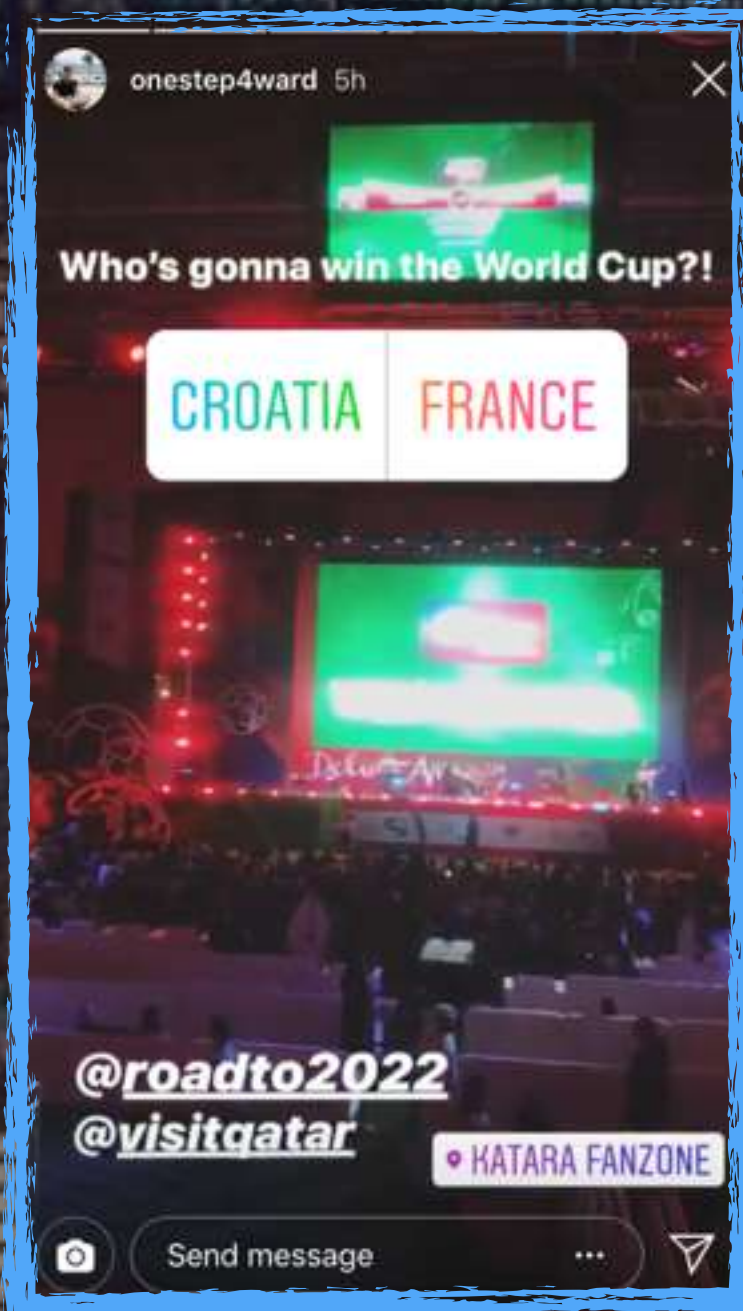
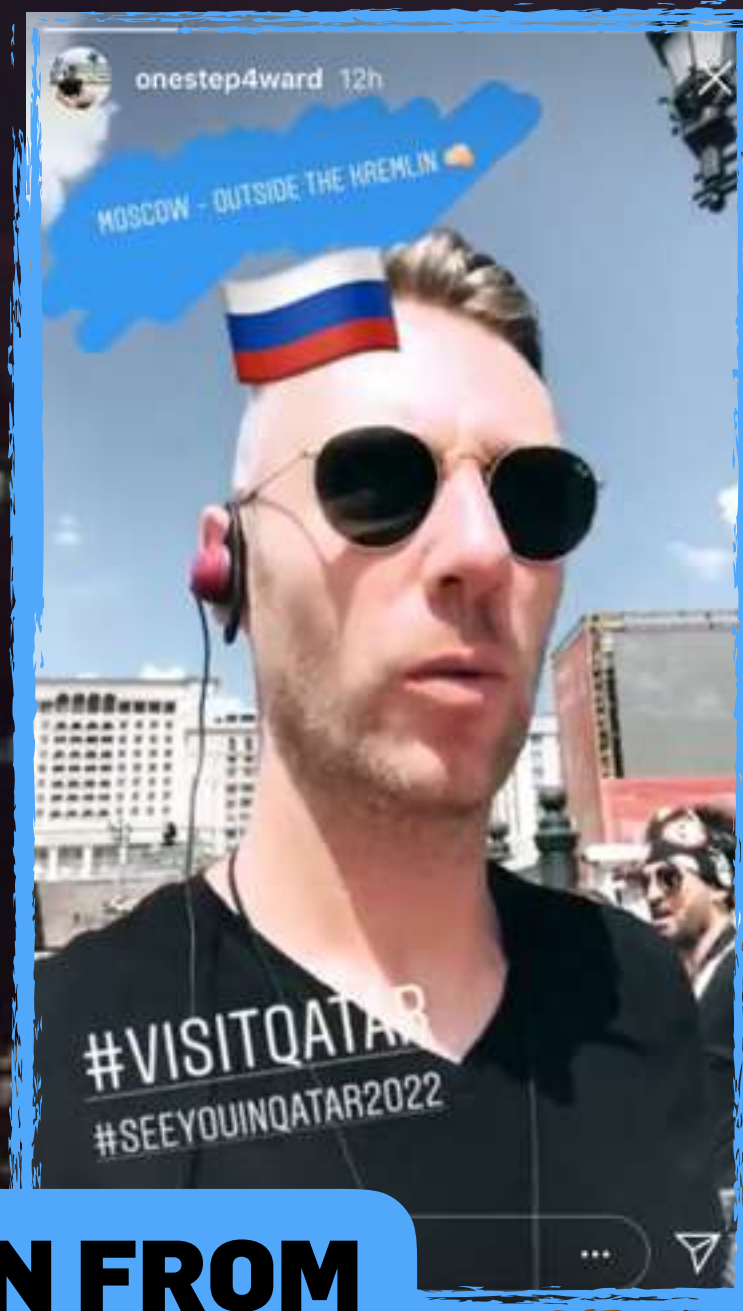
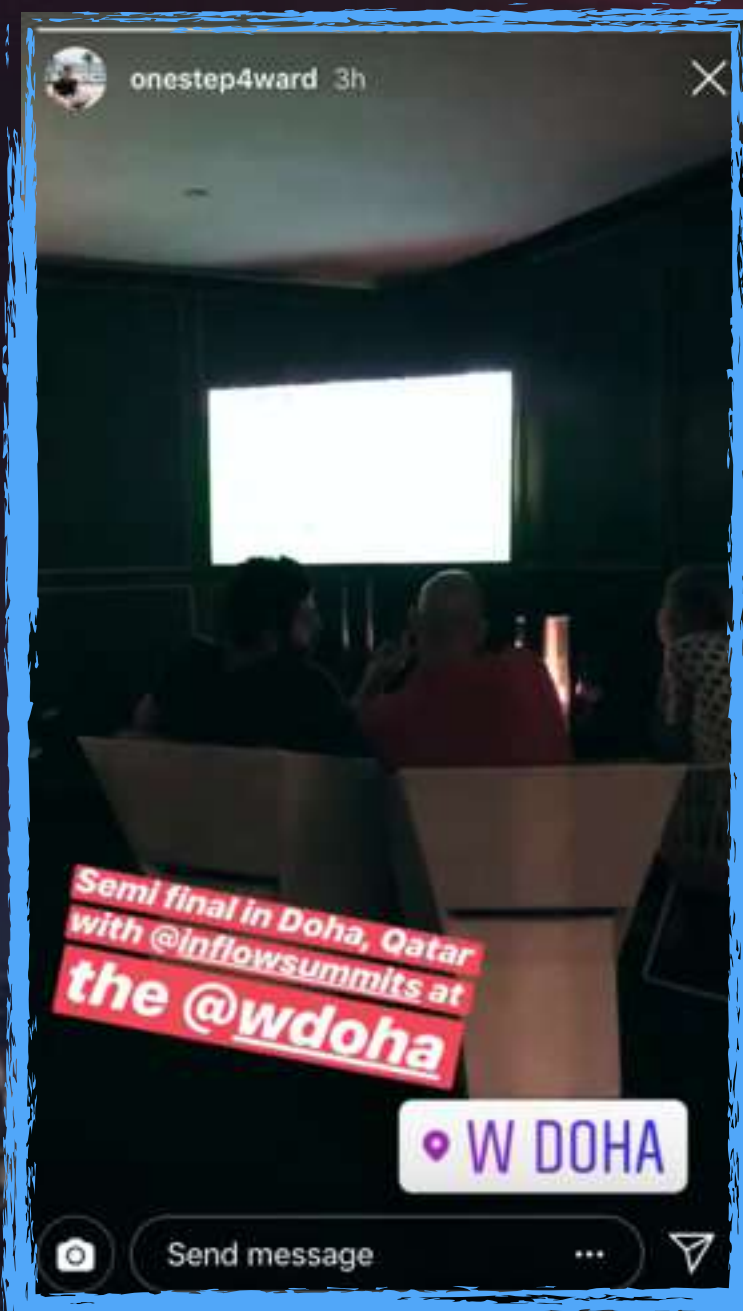


JOHNNY WARD

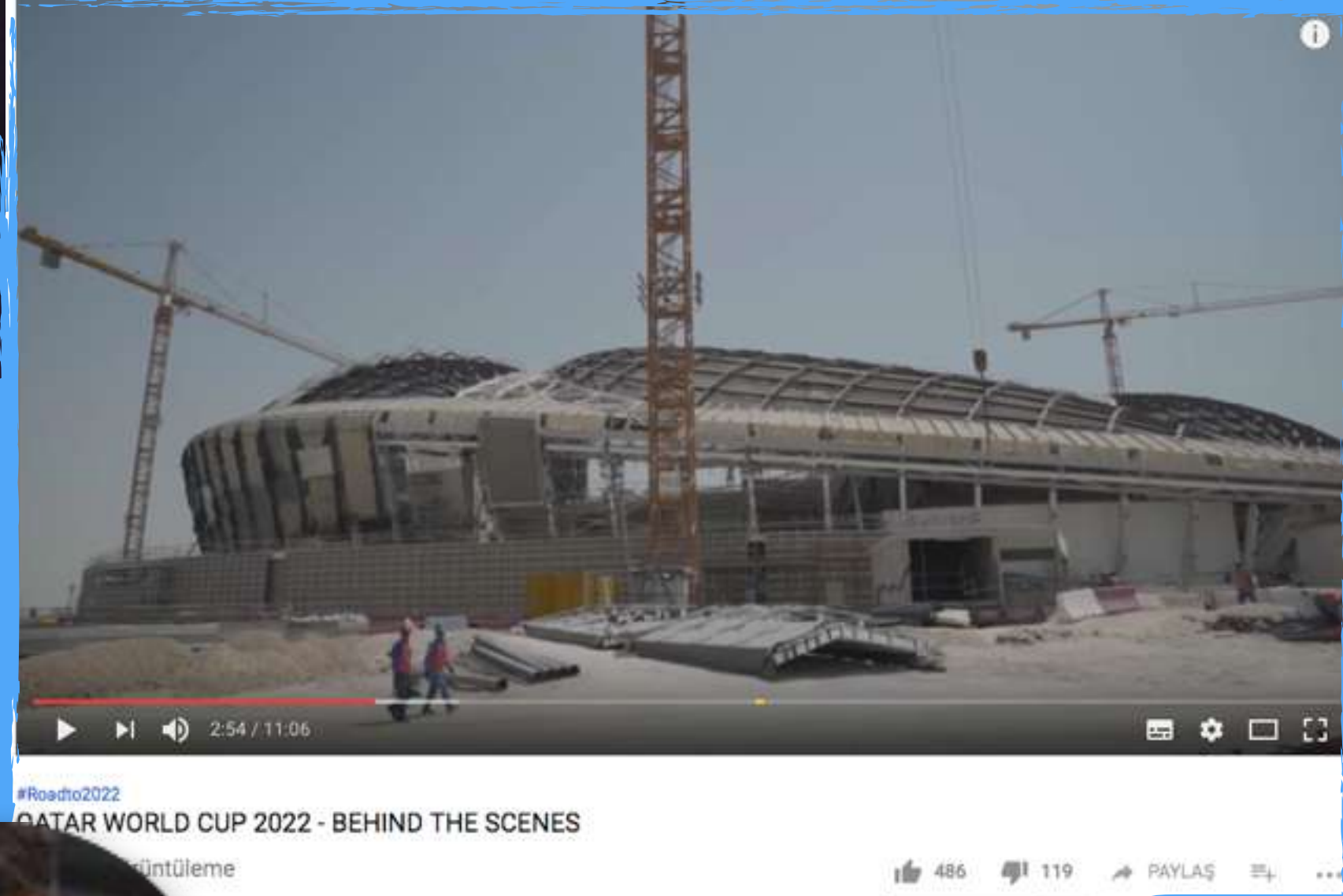


Johnny Ward

A blogger that started travelling the world broke and made millions on the way, Johnny is one of the people that pushed the limits of social media to earn his life. Having travelled to all the countries in the world, he is now working for those in need, and using the power of being an influencer for a good cause. He's a strong Liverpool fan as the most of his followers are from UK and football fans.



**CHOSEN FROM
JOHNNY**

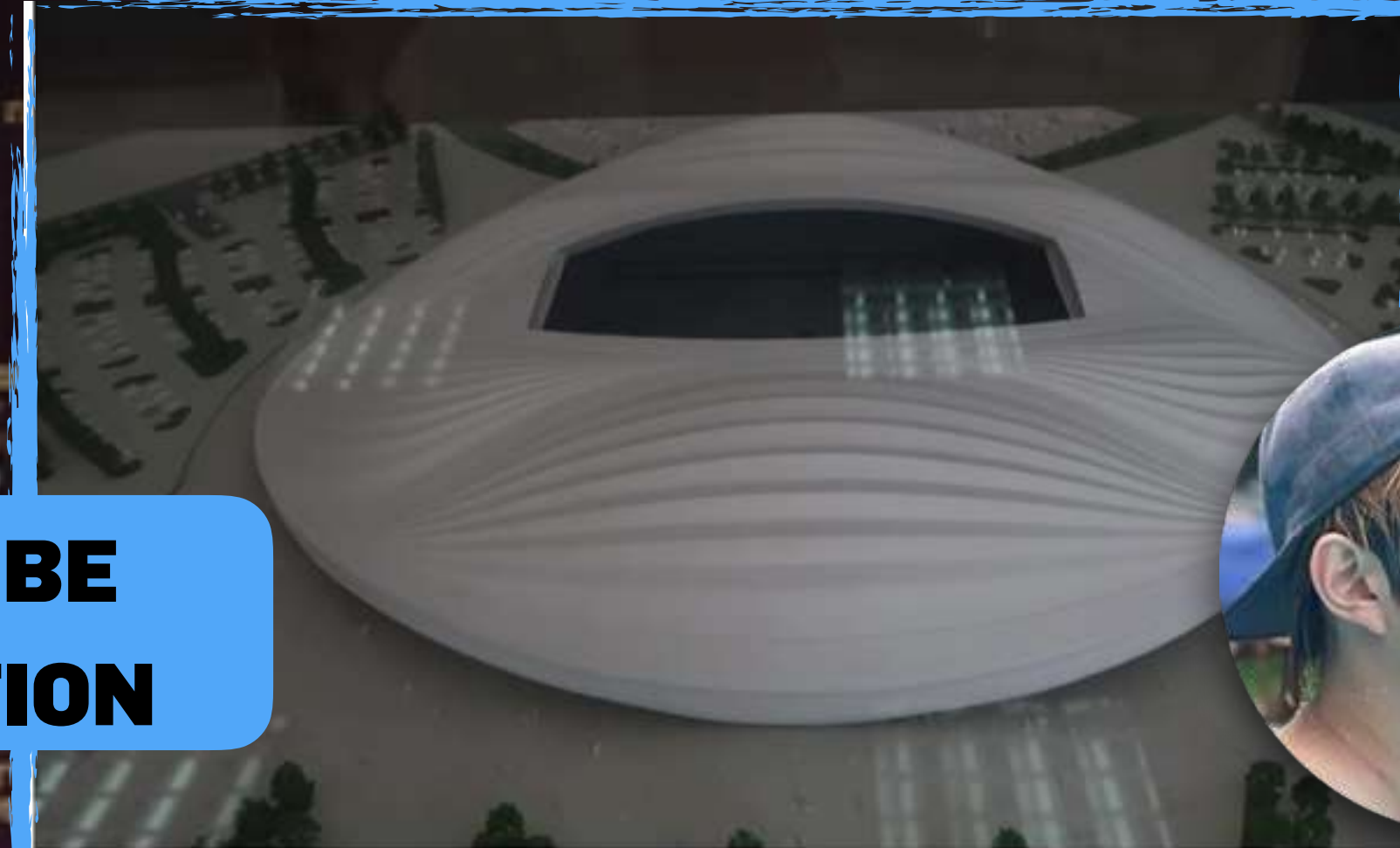


#Roadto2022
QATAR WORLD CUP 2022 - BEHIND THE SCENES

görüntüleme

486 119 PAYLAŞ

YOUTUBE SELECTION



#SeeYouIn2022
Katar VLOG (Altın yedim, Çölde Safari, 2022 Katar'a Türkiye katılsa?)

104.138 görüntüleme

6,5 B 165 PAYLAŞ

Chaby Han
28 Tem 2018 tarihinde yayınlandı

ABONE



HEARTBREAK WORLD CUP SEMI FINAL ENGLAND V CROATIA IN RUSSIA

108.466 görüntüleme

826 35 PAYLAŞ

George Benson
14 Tem 2018 tarihinde yayınlandı

ABONE



Chaby @chabyhan · 10 Tem

2022 Katar Dünya Kupası'na Türkiye'nin katılması lazım. ne olur ay yıldızın altında sonuna kadar mücadele etsinler, bu kadar futbol severlerizken bunu hakketmıyoruz. 🇹🇷 bak yürekten söylüyorum, Kore gitmesin, Türkiye gitsin. Sokaklara dökülelim. #SeeYouInQatar2022

55 103 2337



Chaby @chabyhan · 11 Tem

Enteresan bir deneyimdi. 2022'de görüşcez. #2022SeeYouInQatar @roadto2022



4 2 316



George Benson @MrGeorgeBenson · 23 Tem

NEW VIDEO! QATAR WORLD CUP 2022 - BEHIND THE SCENES

Tweeti Çevir



QATAR WORLD CUP 2022 - BEHIND THE SCENES

Qatar World Cup 2022 - Behind the Scenes. Welcome to #Roadto2022! I am in Qatar showing you guys some things you can expect to do here come the Qatar Worl...
youtube.com

3 40 49



Johnny Ward @onestep4ward · 17 Tem

First time flying first class with @qatarairways, the lounge in Doha is 🍷🍷🍷

Tweeti Çevir



4 3 36



Amit Bhadana @iAmitBhadana · 11 Tem

Fifa mein aa toh gaye, par apna india hota toh baat hi kuch aur hoti.. koi na aaj na toh kal apna tiranga 🇮🇳 Fifa mein bhi lehrega..
Sahi kaha na sir @chetrisunil11 🙏
Thanks @VisitQatar @FIFAWorldCup for this opportunity :)
W/ @onestep4ward



0:08 4.704 görüntülenme

81 127 1518

TWITTER SELECTION

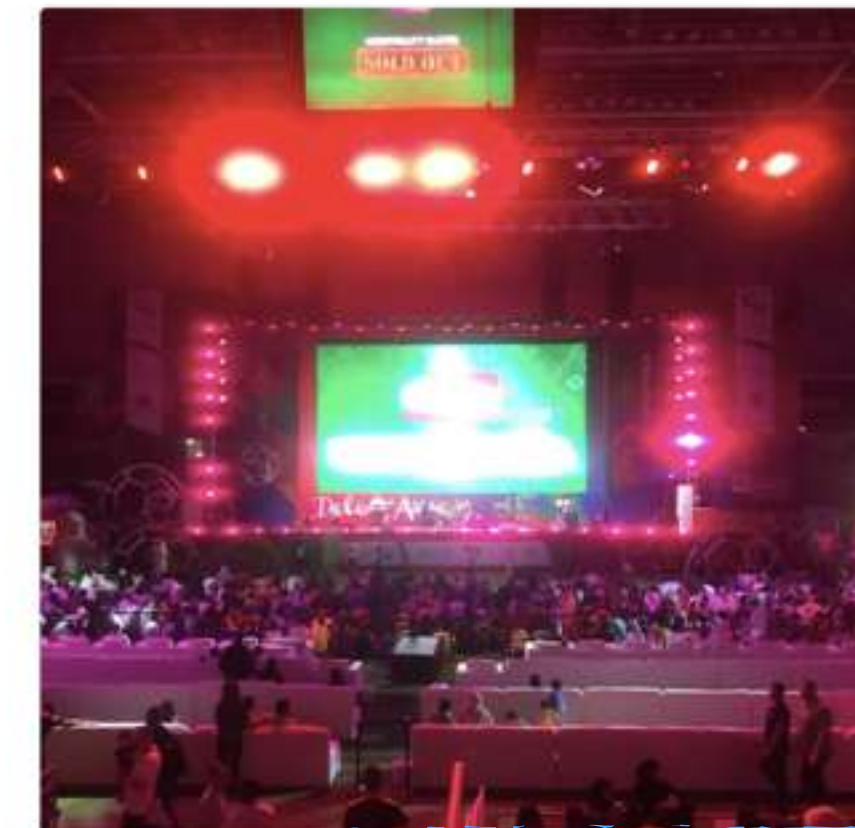


Johnny Ward @onestep4ward · 15 Tem

At Doha FanZone ready for the WORLD CUP FINAL! France or Croatia?!

@VisitQatar @roadto2022

Tweeti Çevir



Johnny Ward @onestep4ward · 12 Tem

Back In Moscow! Surprised at the result? At the game with @VisitQatar and @inflowsummits #seeyouinqatar2022

Tweeti Çevir



SPECIAL CONTENT INTEGRATION

INFLOW Summits has created a special content integration with Influencers through an Instagram competition partnering with W Hotels Doha.



The competition awards one of each influencer's participants a 2 days of stay in Doha at W Hotel (Stopover Package) including two round flight tickets or the winner's +1.



&



09/07/2018

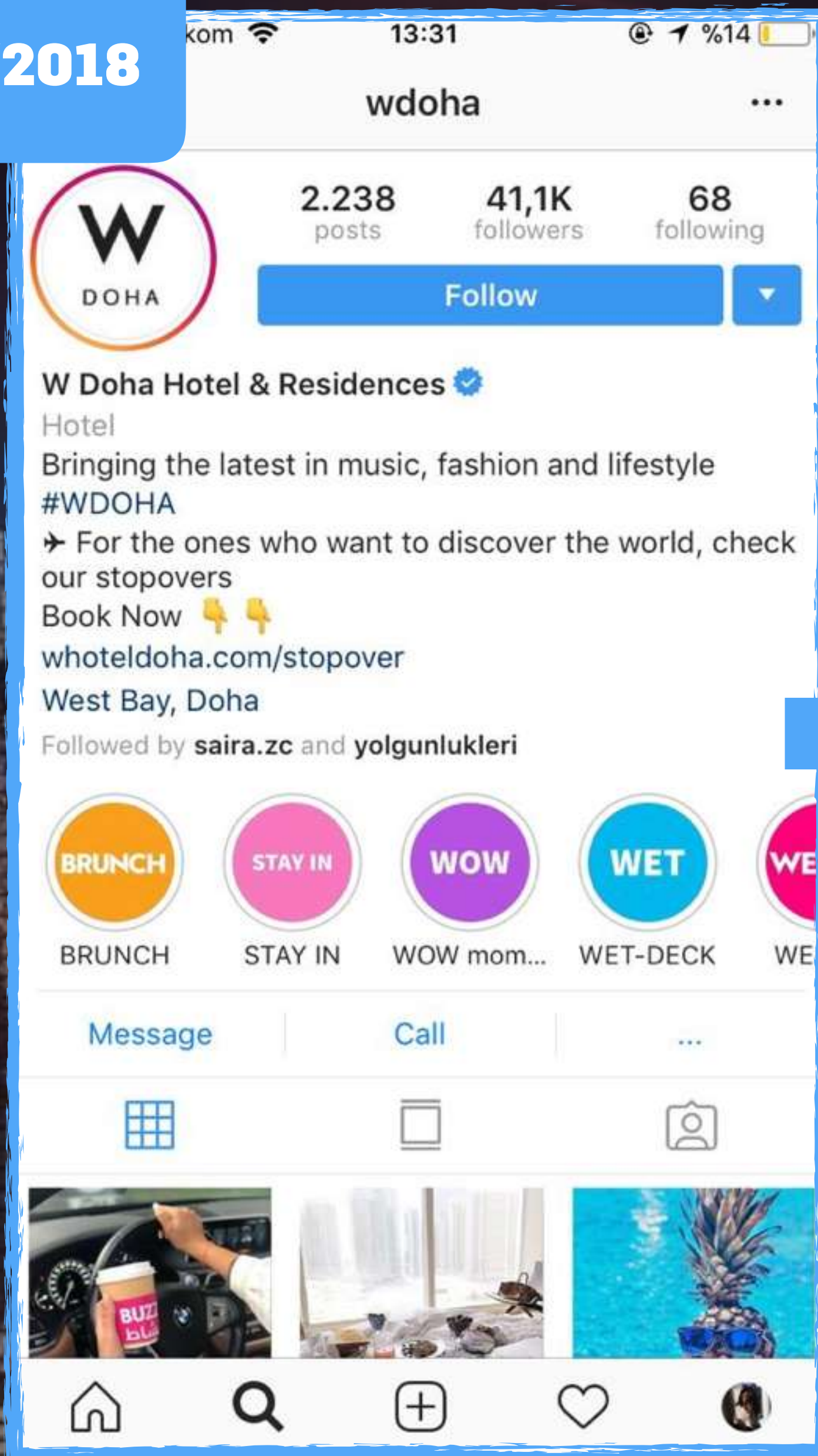


FOLLOWERS

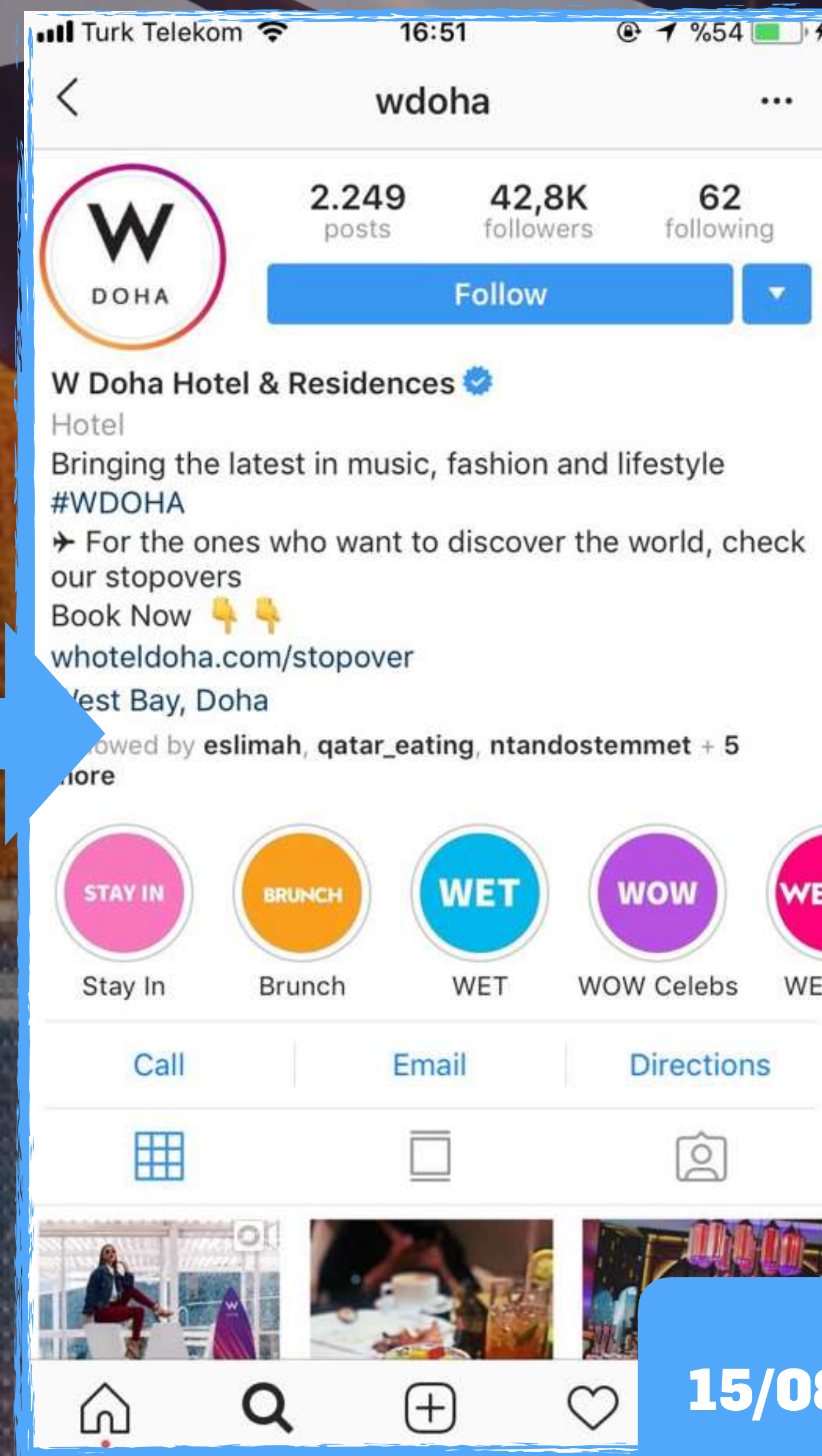


15/08/2018

09/07/2018

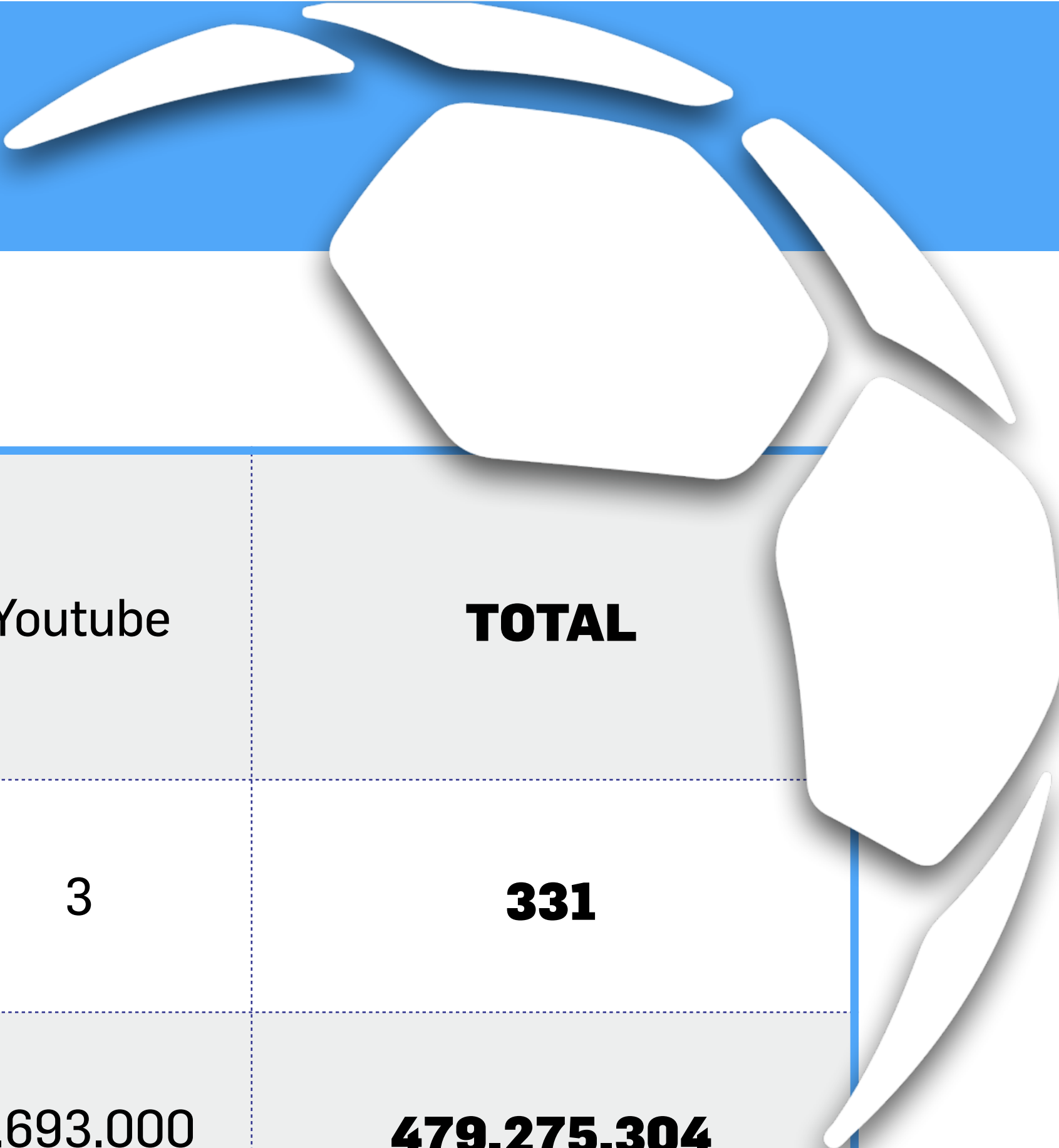


FOLLOWERS



15/08/2018

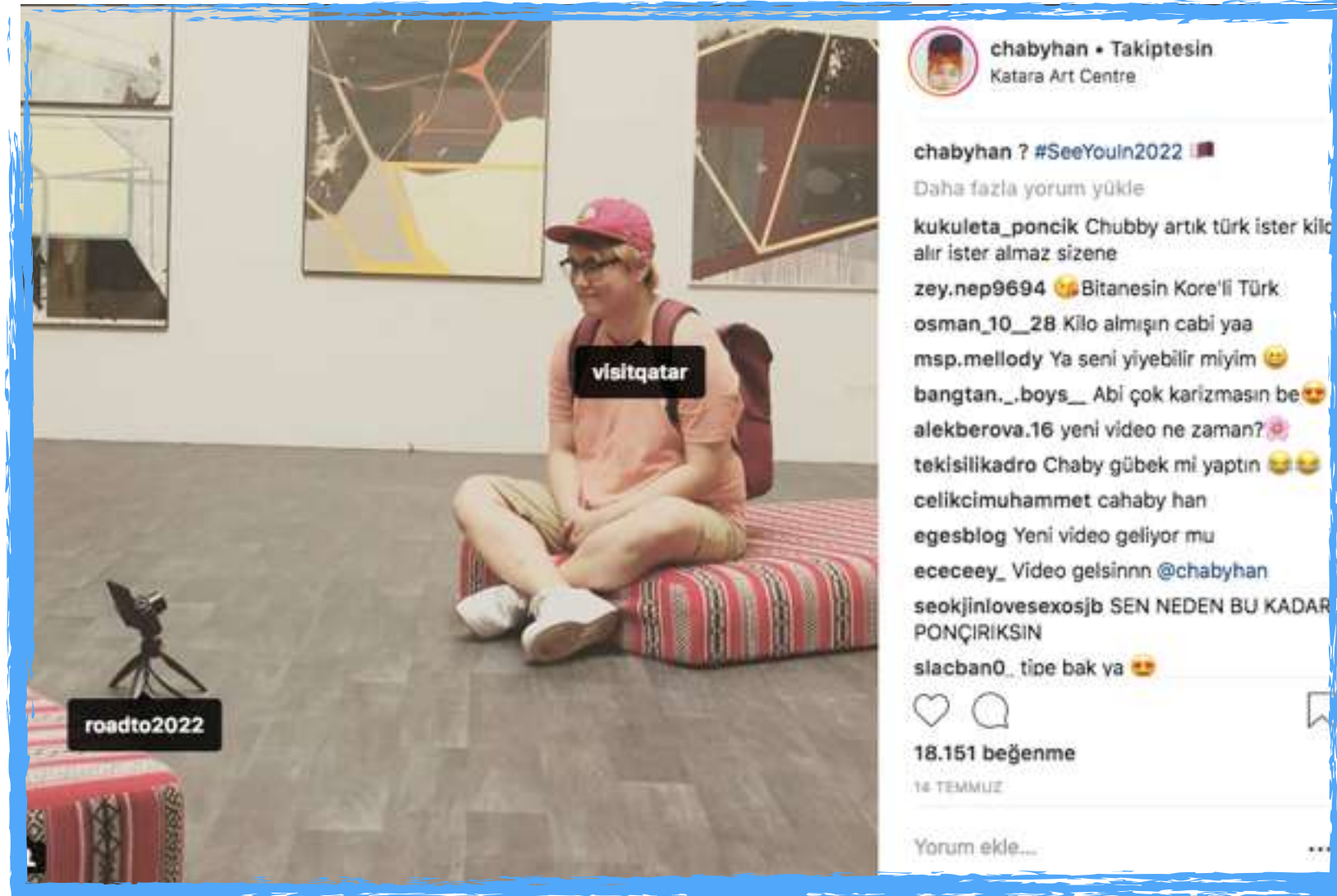
TOTAL SHARES & INTERACTION



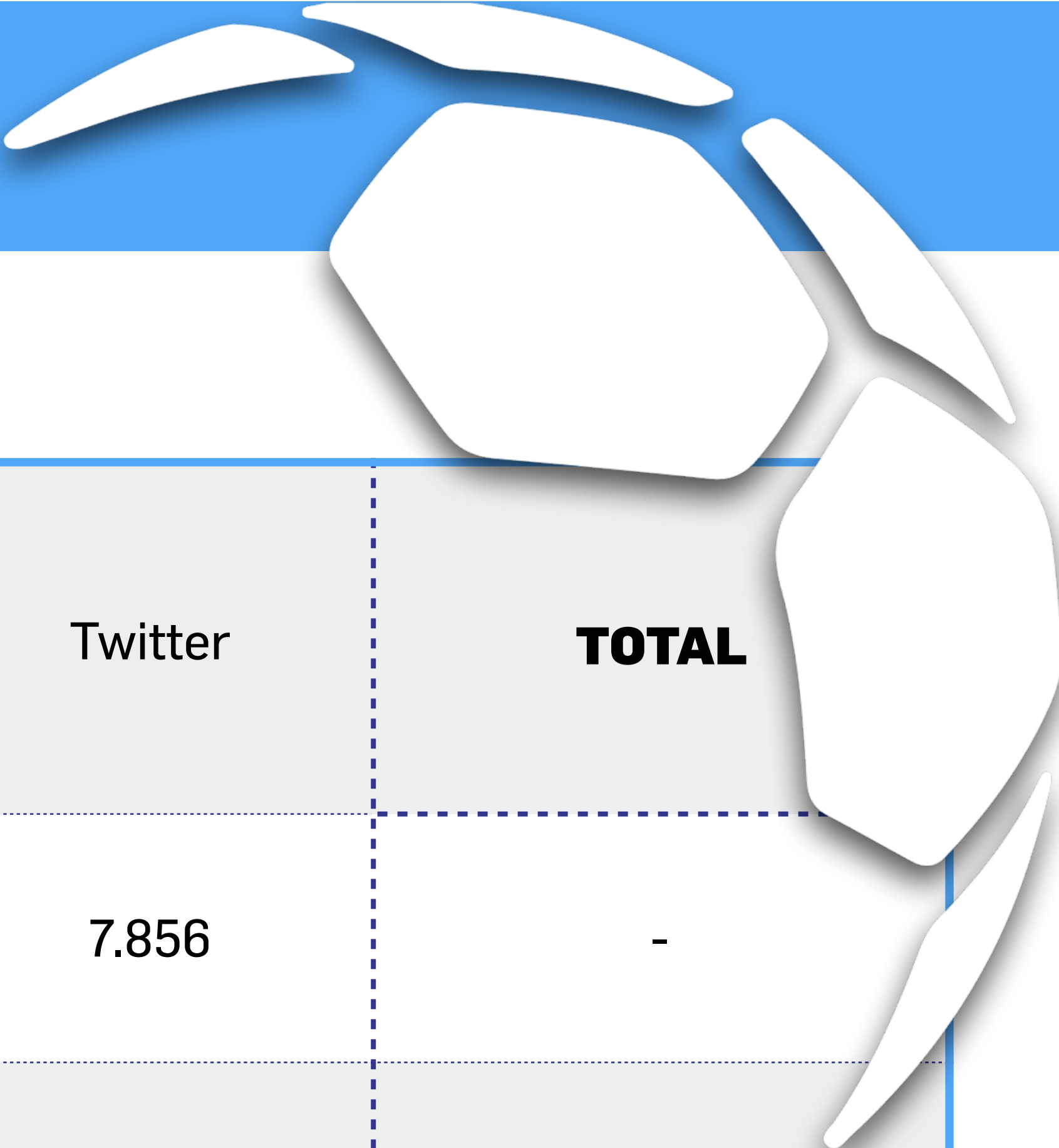
#SeeYouIn2022 #SeeYouInQatar2022 #VisitQatar #RoadTo2022	Instagram	Instagram Stories	Twitter	Youtube	TOTAL
TOTAL SHARES	25	296	7	3	331
POTENTIAL REACH (Person)	1.602.009	474.194.664 total potential reach	785.631	2.693.000	479.275.304
INTERACTION	1.459.500	33.576.000	7.856	325.199	35.368.555



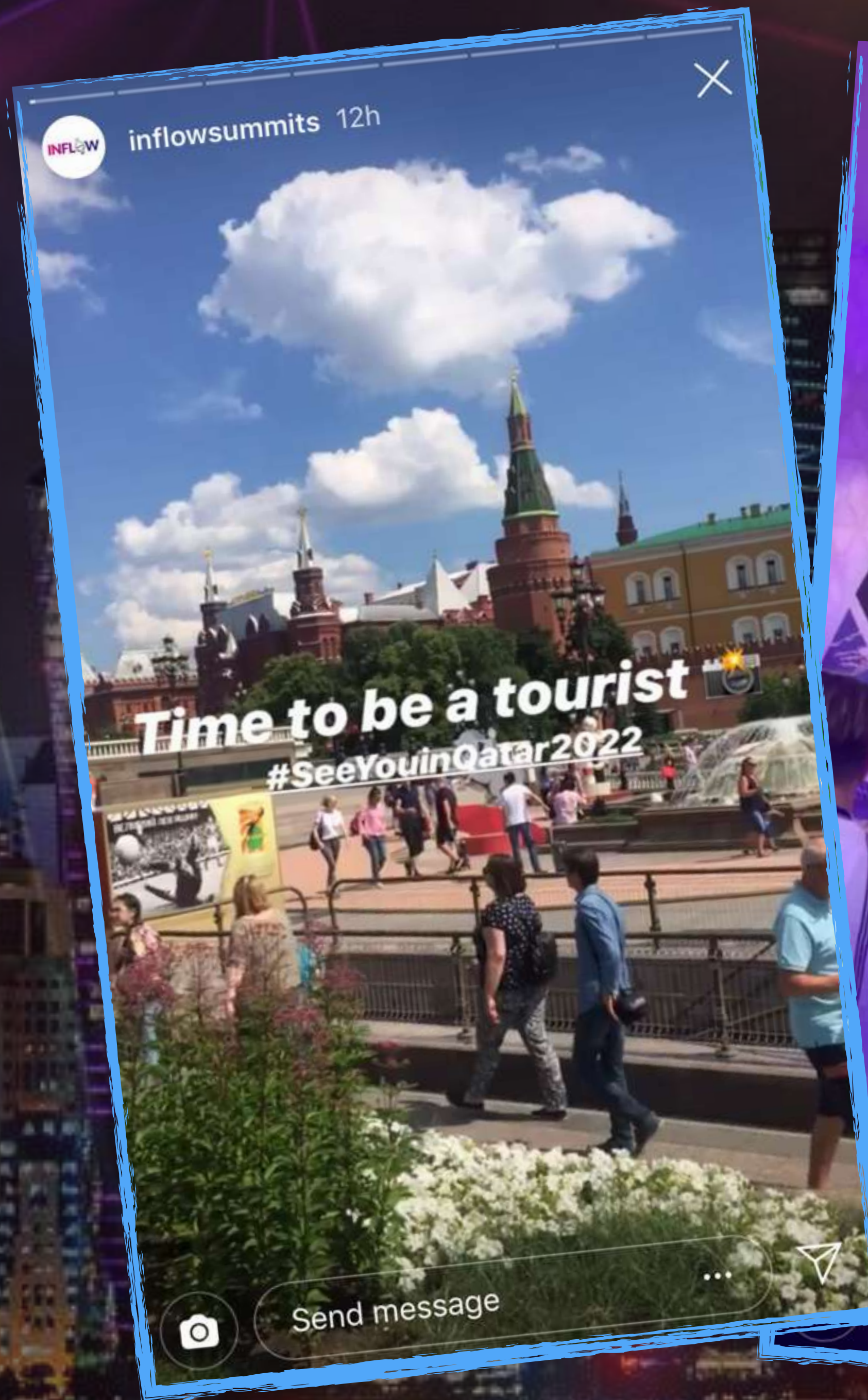
BEST OF POST SHARES



MEDIA VALUE



	Instagram	Youtube	Twitter	TOTAL
TOTAL INTERACTION	Post: 1.459.500 Story: 33.576.000 Total: 35.035.500	325.199	7.856	-
AVERAGE COST PER ENGAGEMENT	Post —> 0,1 \$ Story —> 0,03 \$	0,15 \$	1 \$	-
TOTAL	1.153.230 \$	48.779,85 \$	7.856 \$	1.209.865,85 \$



**Total Media Value:
1.209.865,85 \$**

*Deliver
Amazing*



ABOUT INFLOW SUMMITS



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.

MONITORING SYSTEM

This report has been prepared by using data of *Boomsonar, Social Media Statistics, Google Analytics, Tweet Binder, INFLOW Bridge*

<https://www.tweetbinder.com>

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

<https://www.boomsonar.com>

www.inflowbridge.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.

AWARDS & ENGAGEMENTS



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



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



INFLUW

SUMMITS

EXPLORE . SHARE . INTERACT