



#### #ROADT02022

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







### ACTIVITESMOSCOW

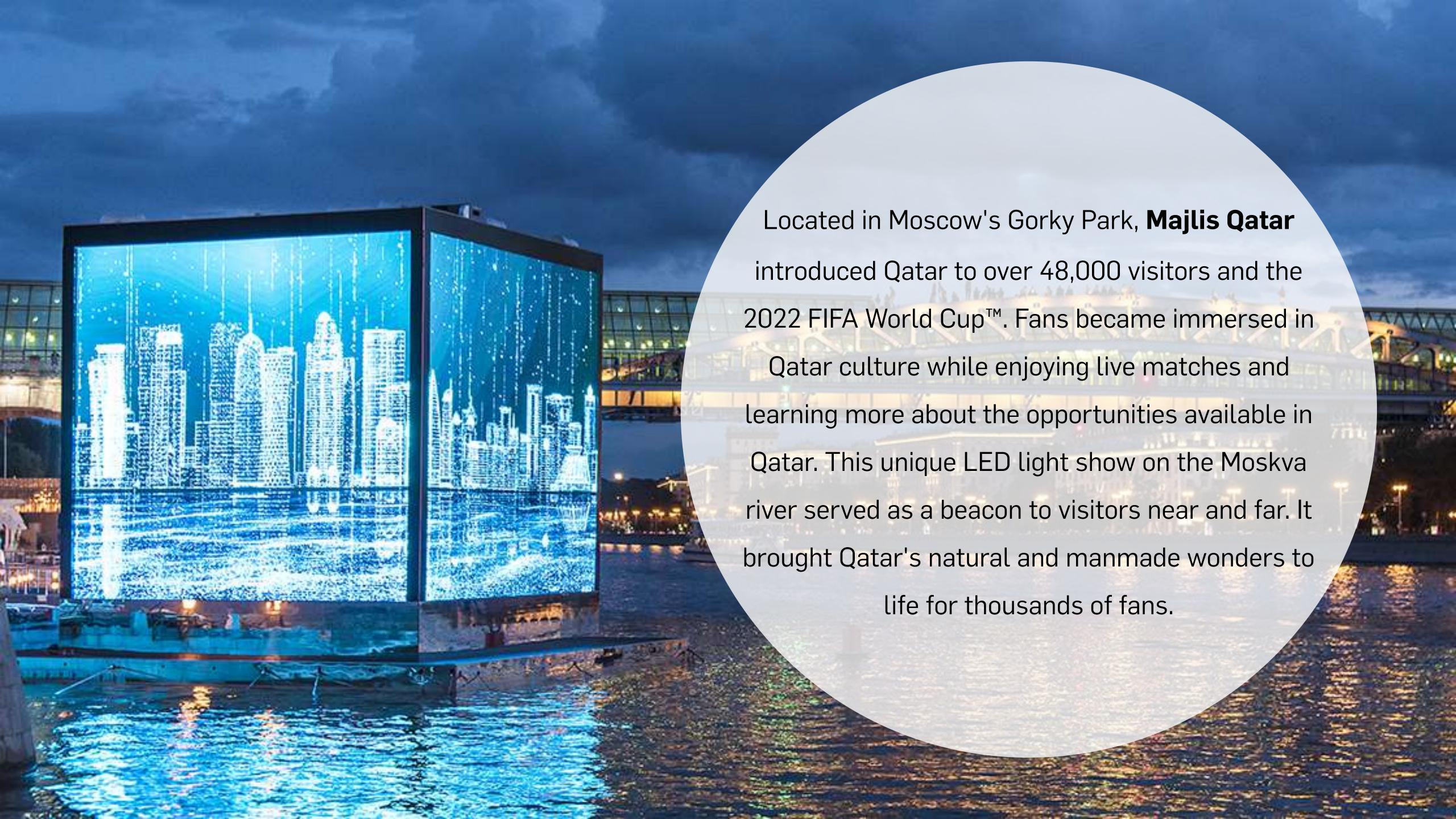
★ Attending the Semi-Final match of World Cup 2018 on 11th of July for the England vs. Croatia game.

◆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





#### 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





## INFLUENCERS





tildalinderholm • Takiptesin Museum of Islamic Art (MIA)

tildalinderholm Qatar is beautiful shivamshukla9376 Wow yrr So Beautiful



mrgeorgebenson 😊 • Takiptesin

mrgeorgebenson I spend a lot of my time thinking about how my actions and choices align with my values in life and how each one correlates to following the path that is my journey.

sometimes though, you need to just get in a donut, stick a whale on your head and let the laughter carry you forward. Thank you to @wdoha for inadvertently providing me with these tools this morning and @tildalinderholm for managing to take the pic without dropping the 'so called waterproof' iPhone X. #seeyouin2022 @visitgatar @roadto2022

andreasbeel Living the life bro! We'll probably reunite in Bali soon 😅 amyvanwetten 👍 🛊 👌 ...







guicelibol sharing the same planet and you have to @visitgatar

melisa\_ceri45 VVV

asitfeekci 🦾 🗢

مر بحسابي يمكن يعجبك haneen.q88 neyapiyoruzkibiz Gülce abla cok gü

ggizemberra Ama çok güzel ve öze

fotograf olmuş melismasat 🙂 😍



16 TEMMUZ

1.975 beğenme

Yorum ekle..



shabyhan 2022'de Dünya kupası maçın ynanacak "Al Wakrah Stadyum"a herkest ince Galatasaray formamia adım bastım. Katar'ı o kadar çok sevdim ki, umarım en yakın zamanda tekrar gidebilirim. Siz de gidebilin, Doha müthiş bir şehir! Deneyin!! ve 2022'de Türkiye formamızla stada gidiyo

#SeeYouIn2022

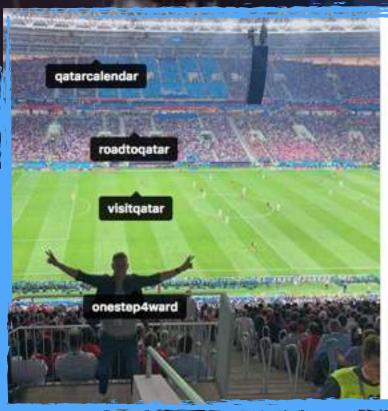
rstkil\_ Kanka beni de götür Katar'a 🦦

abdullahcelikofficial 😂 🔥 🐴

nusimooo Biz 4B yılda bir katılabiliyoruz bro. 2050'de formamı alıp gelirim

mustafa, hos Küçük bir bilgi Qatar Havayolları ile aktarmalı uçuş yaparsanız ve

6.510 beğenme





onestep4ward • Takiptes FIFA World Cup 2018

onestep4ward Question - would y let your partner change your holid super last minute?! Let me know! What a game! I'm back in Moscow World Cup! Were you guys surprise Croatia beat England?

I was in Greece with my girlfriend, minute I was invited to fly to Doha. with @visitgatar, @gatarcalendar my fav Turkish people in the whole @inflowsummits who you may rem ma anastrina at same of their our



3.247 beğenme

2 TEMMUZ

orum ekle...



mrgeorgebenson 💿 • Takiptesin Grand Hyatt Doha

mrgeorgebenson We took a jet ski out and explored the coastline in Qatar at sunset. It was absolutely magical. What a week @tildalinderholm and I have had with @roadto

**CHOSEN** 

93.81

drfclewis @tildalinderholm he's fit \_jhalthani Happy to see you having fun in

visual ike Real daddy

to get

four y

willing

tildal

james

raees educa

0 1.727 beğenme





theamitbhadana O . Takip Et FIFA World Cup 2018 Russia

theamitbhadana FIFA ne bulaya hum chale aaye par apni Indian team aur hoti yahan toh baat hi kuch aur hoti... koi na aaj na toh kal apna tiranga 🍱 Fifa mein bhi lehrega... Sahi kaha na sir @chetri\_sunii11 😀 Thanks @visitgatar @fifaworldcup for this opportunity:) W/ @onestep4ward #fifaworldcup2018

#football

Daha fazla yorum yükle.

biki\_singh\_himanshu Bhai ye to khel gya yrr www ab inko inke muh pe kuch git boine me sochna padega yrr kya pata us bande ko bhi hindi aati ho 🐸 mr.abhishekgoli Aapka kol jawab nhi @theamitbhadana ji

vikas.16singh 👑 💝

ritik pant Sahi Khel ova hhai wo

1.372.173 görüntüleme





mrgeorgebenson 💿 • Takiptesin

mrgeorgebenson So it may not have quite sunk in yet that we are out. But what has sunk in is this... Football is the greatest thing I've discovered on planet earth. The way it brings people together, the competitive nature it sparks in all of us to want to WIN, the connection one can feel to something that we cannot REALLY control. it's beautiful. The World Cup comes round every four years and the whole world unites in a celebration of life, passion and our sport. We all want to win, but although mi didn't win last night, I certainly won in life getting to watch my country in a semi final with this beautiful woman @tildalinderholm -Huge thank you to @inflowsummits and @roadto2022 for making this experience possible. An experience I will never forget. Cannot wait to follow m again in qualifying and in the next major tournaments. Football



onestep4ward • Takipte Dessert Safari

onestep4ward W I Doha, Qata The World Cup in Russia was pro best World Cup of our time, the v expected it to be a disaster -polit organisation. And they nailed it. The next World Cup is in Qatar, in Middle East, The first Arabic cour the World Cup, the first Islamic na first small nation. The eyes of the be here. Western media are quick denounce it, but watch this space convinced it'll be the best World seen yet. Sport can bring us toge I'm sure this is the time. spent the last week or so with the



1.721 beğenme 7 TEMMUZ

Yorum ekte...





theamitbhadana 😊 •

theamitbhadana यादे. Daha fazla yorum yükle

vinay.rana001 Bhai apki video sa bhí famous ha

vinay.rana001 Apka dialog m\_rohit\_arya Are wah bhaiya

abhishek\_1784 अतुल्य अद्भृत अक

durgasharan\_patel Nice picto ab distant mention tiers bb:

269.179 beğenme 18 TEMMUZ

> Beğenmek veya yorum yapmı yap.





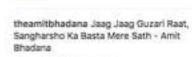
onestep4ward • Takiptesin Saint Basil's Cathedral

onestep4ward See you later Moscow, to come back to Russia and catch the England Croatia semi-final, and its an even bigger privilege to be able to say my first Impressions about Russia, back in 2012 when I rode the Tran-Siberian train across the country, were hugely wrong. Sure, Russians may not smile as much as my adopted home of Thailand but they have been nothing short of amazing the last few weeks. Humble, kind, welcoming and helpful. Cheers Russia, and congrats on an amazing tournament. In Tonight we fly back to Doha, Qatar to watch the final at the FanZone there, The World Cup in Doha in 2022 is going to be something honestly amazing. Getting to know about the @roadto2022 with @visitgatar has been awesome. I'm a HUGE football fan so this



3.638 beğenme





Done fazla yorum yükle

lovely\_boy\_shubhojeet 100 Fd princesingh9308 bahiya add me rtoseefraza03 bhai bhut achi videos

beneta ho ita\_sanju\_gurjar Bhai piz give ur WhatsApp

theamitbhadana O . Takip Et

sumittiwari8270 Ek number video 8hal ter im\_successful\_at7 Gajab video banate ho

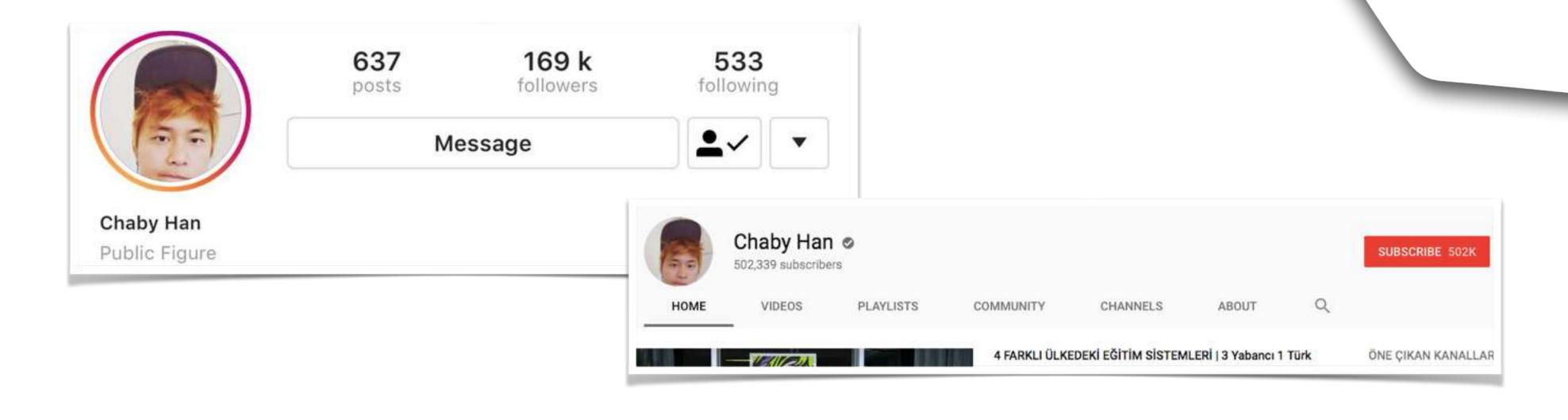
puspe773 Woodoow virii mr.abhishekgoli Ek no. Hai @theamitbhadana ji



244.032 beğenme SETTIMALE.

Beğenmek veya yorum yapımak için giriş

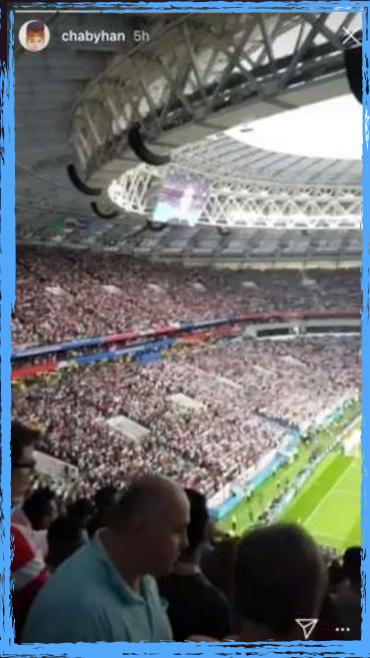
#### CHABY HAN



#### **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.



















Ask me about 2022 Qatar World Cup

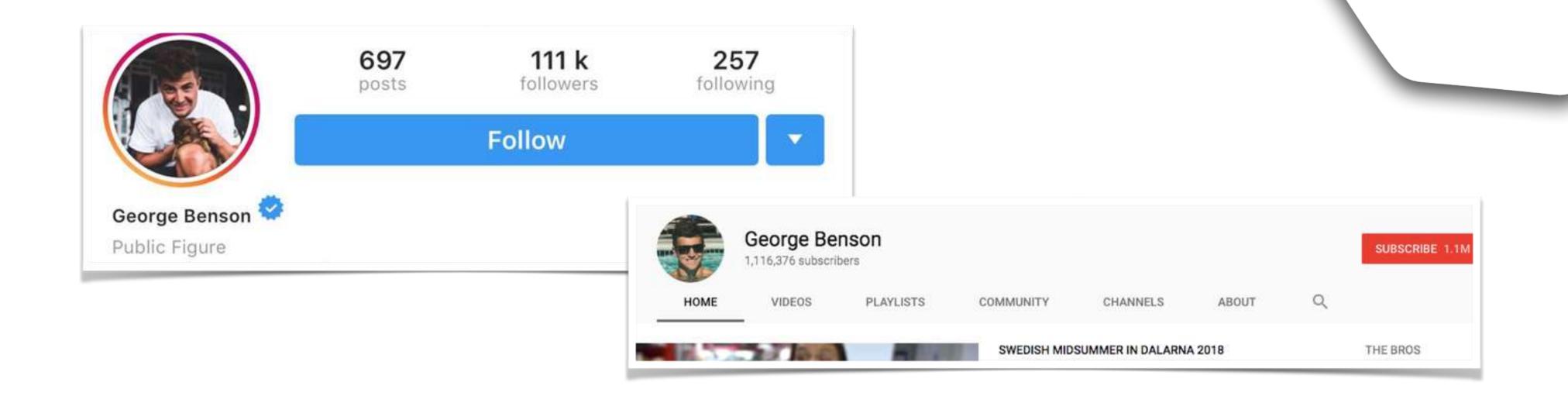
Abi sence 2222 de kim şampiyon olur?

2222'de kesinlikle dünya kupası değil galaksi kupası olurdu. ve Mars'ı tutarım





#### GEORGE BENSON

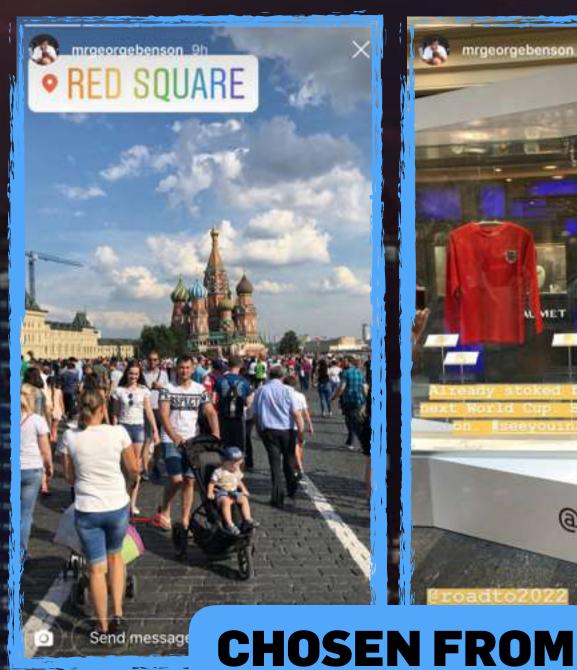


A young person with a passion, George started his youtube channel 7 years ago and now addresses to more than a million people on social media. He has been a lover of football since day one as he has a personal interview with Cristiano Ronaldo during his YouTube Career and he is also passionate about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

**George Benson** 





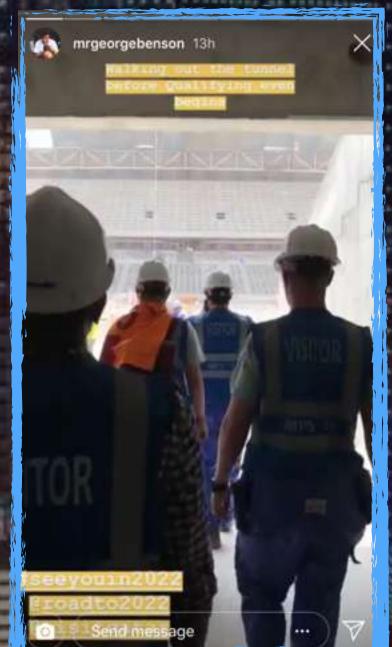












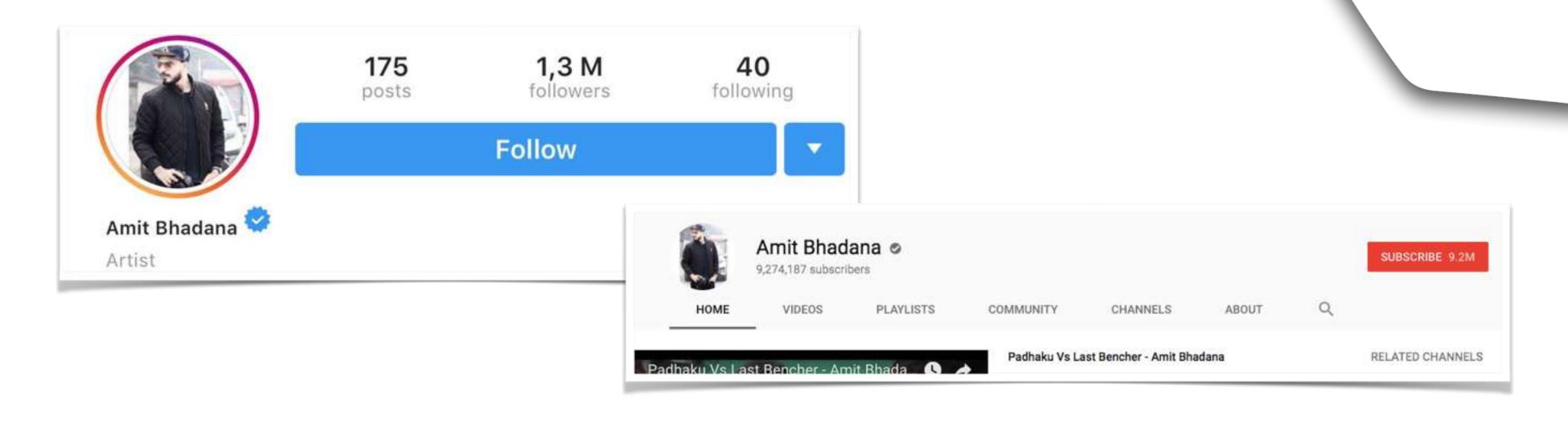








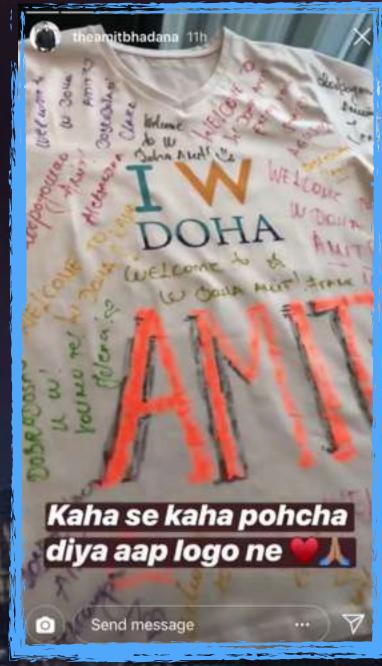
#### AMIT BHADANA



#### **Amit Bhadana**

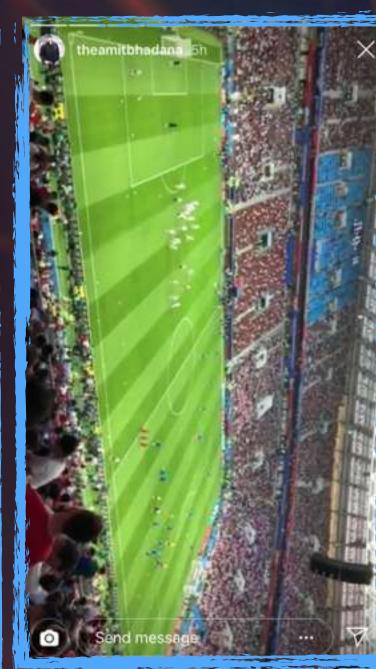
Switching from one channel to another, Amit has gained a massive audience in just a year of filming on Youtube. Also as a traditional celebrity in India, he has been creating scenarios that his audience truly enjoys, and he is inspiring them to be happy and do what they want to do. He is one of the most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





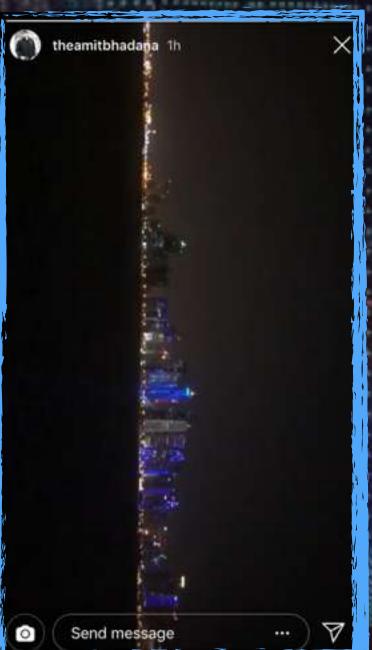












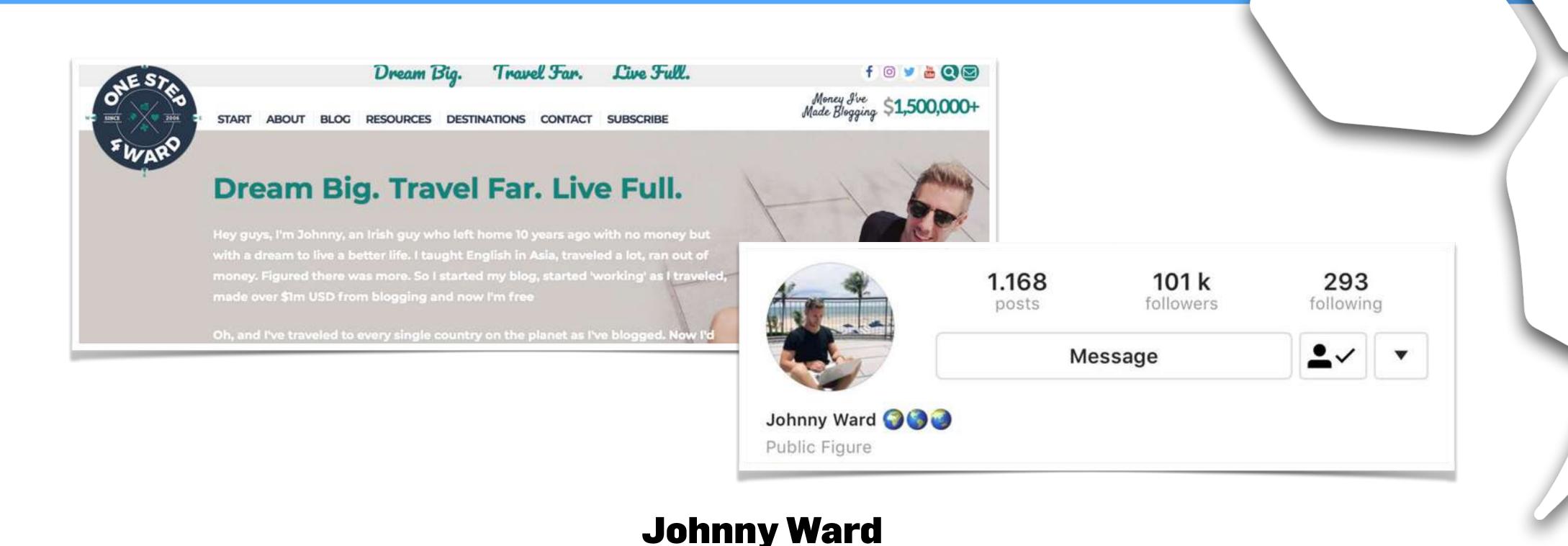








#### JOHNNY WARD



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.















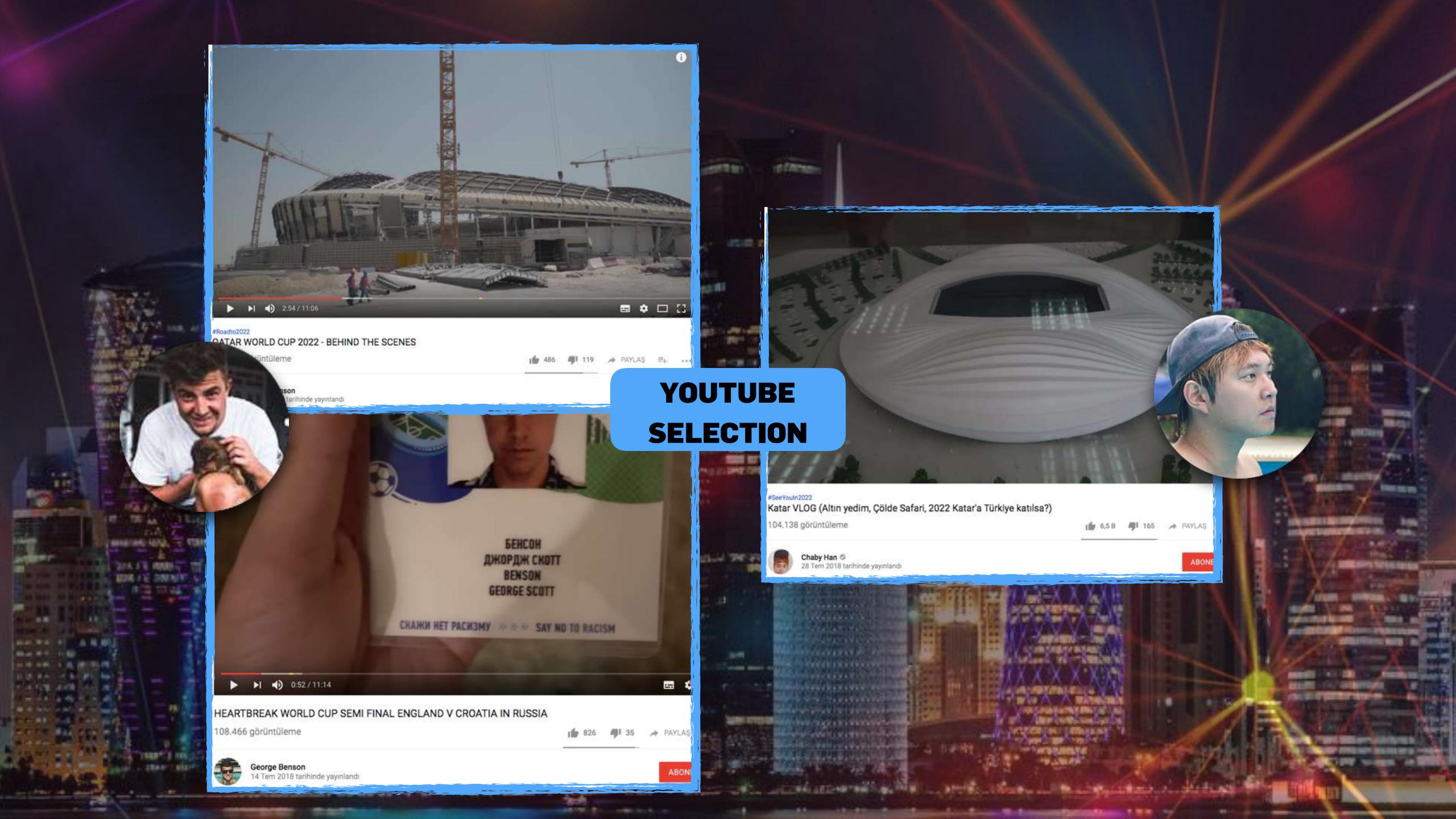








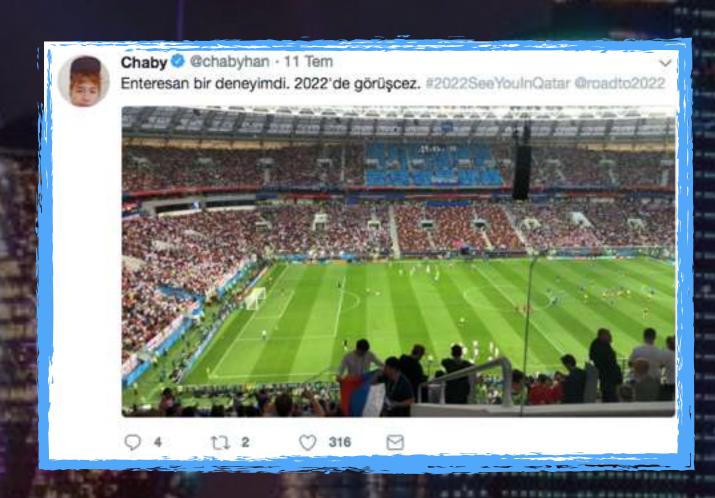






Chaby @ @chabyhan · 10 Tem

2022 Katar Dünya Kupası'na Türkiye'nin katılması lazım. ne olur ay yıldızın altında sonuna kadar mücadele etsinler, bu kadar futbol severlerizken bunu hakketmiyoruz. I bak yürekten söylüyorum, Kore gitmesin, Türkiye gitsin. Sokaklara dökülelim. #SeeYouinQatar2022







Johnny Ward ♥ ©onestsp4ward · 17 Tem
First time flying first class with ©qataranways, the lounge in Doha is ♥ 5 \*\*





Amit Bhadana @iAmitBhadana · 11 Tem

Fifa mein aa toh gaye, par apna india hota toh baat hi kuch aur hoti.. koi na aa na toh kal apna tiranga 🍱 Fifa mein bhi lehrega..

Sahi kaha na sir @chetrisunil11

Thanks @VisitQatar @FIFAWorldCup for this opportunity:)

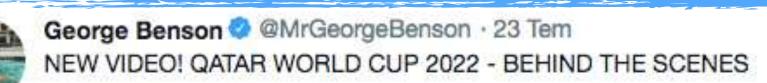


Q 81 1 127 0 1518 P

Johnny Ward @ @onestep4ward · 12 Tem

Back In Moscow! Surprised at the result? At the game with @VisitQatar and @inflowsummits #seeyouingatar2022





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

Q 3

17 40

♡ 49



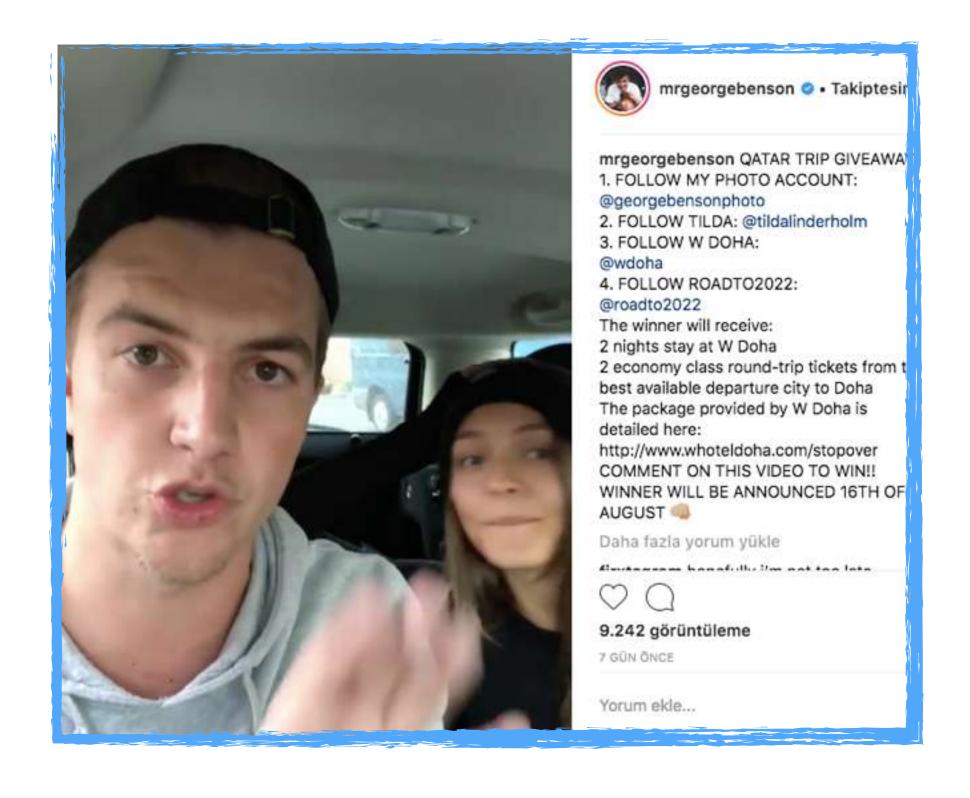


### SPECIAL CONTENT INTEGRATION

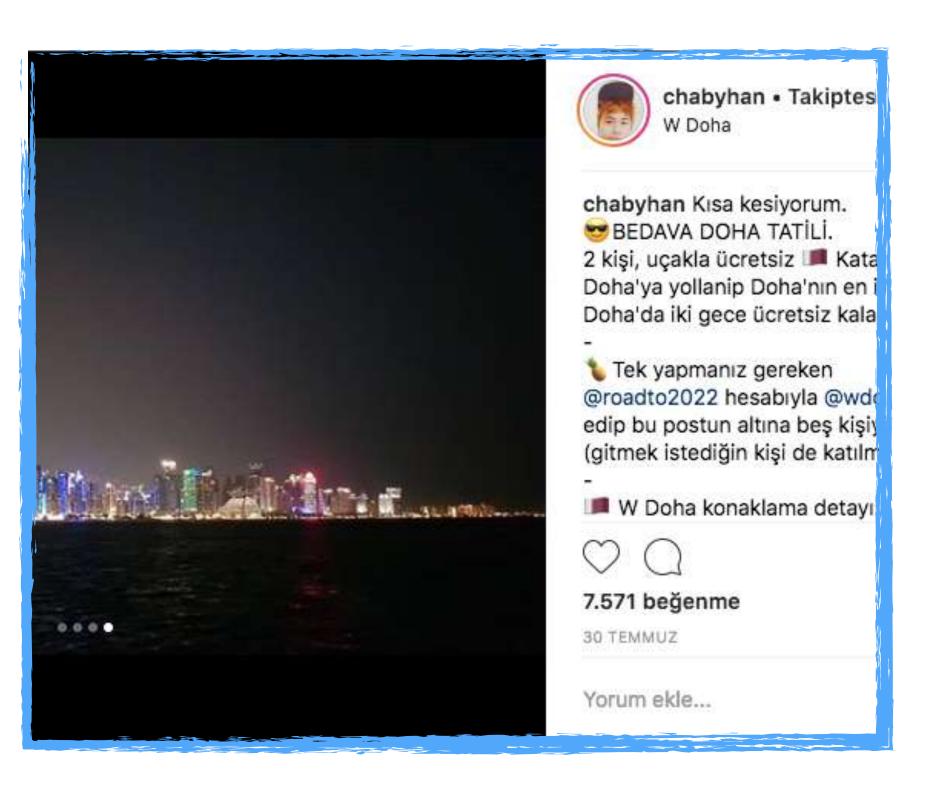
INFLOW Summits has created a special content integration with Influencers through an Instagram competition partnering with W Hotels Doha.



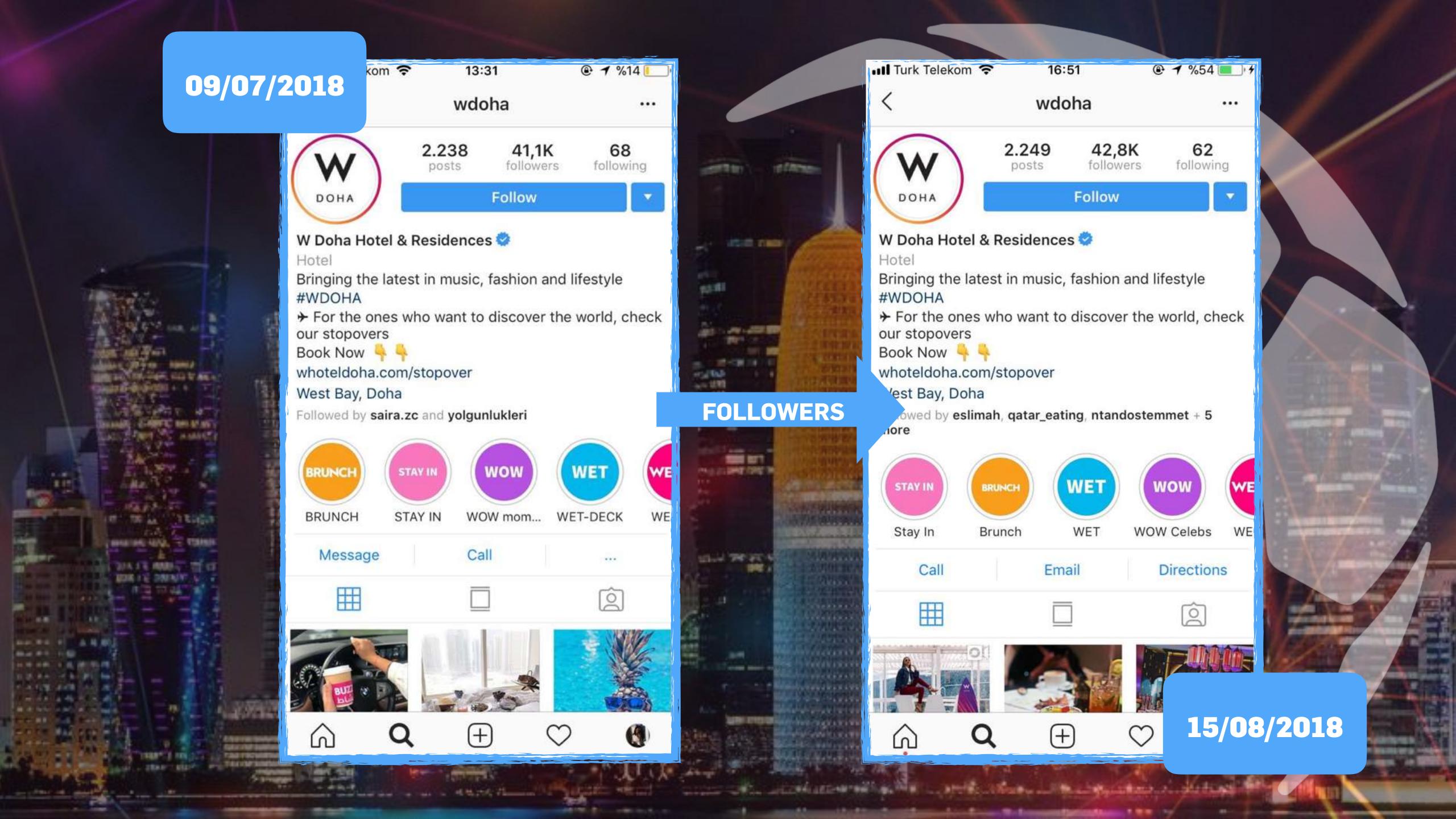
The competition awards one of each influencer's participants a 2 days of stay in Doha at W Hotel (Stopover Package) including two round fight tickets or the winner's +1.









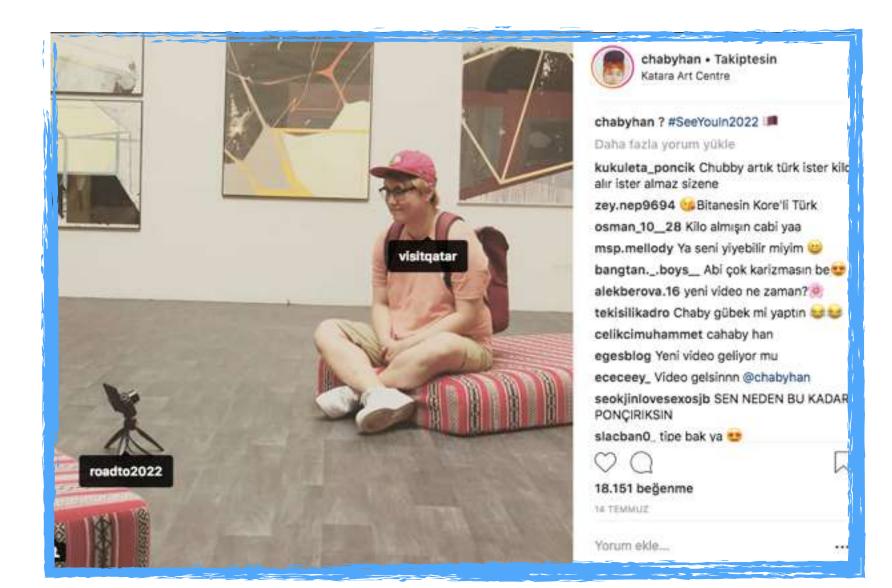


# TOTAL SHARES & INTERACTION

#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







theamitbhadana 💿 • Takiptesin FIFA World Cup 2018 Russia

theamitbhadana FIFA ne bulaya hum chale aaye par apni Indian team aur hoti yahan toh baat hi kuch aur hoti.. koi na aaj na toh kal apna tiranga 🍱 Fifa mein bhi lehrega.. Sahi kaha na sir @chetri\_sunil11 😀 Thanks @visitgatar @fifaworldcup for this

W/ @onestep4ward #fifaworldcup2018 #football

Daha fazla yorum yükle

biki\_singh\_himanshu Bhai ye to khel gya yrr 🐸 😂 😂 😂 😂 😂 ab inko inke muh pe kuch glt bolne me sochna padega yrr kya pata us bande ko bhi hindi aati ho 🐸

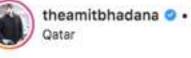
mr.abhishekgoli Aapka koi jawab nhi @theamitbhadana ji

vikas.16singh 😇 😇

ritik\_pant Sahi Khel gya bhai wo

1.372.140 görüntüleme





#### theamitbhadana यादें.

Daha fazla yorum yükle

vinay.rana001 Bhai apki video sa bhi famous ha

vinay.rana001 Apka dialog m\_rohit\_arya Are wah bhaiya

abhishek\_1784 अतुल्य अद्भुत अक

durgasharan\_patel Nice pictu ch.dishant\_panwar Mere bha





269.169 beğenme

36 TEMMUZ

Yorum ekle...





chabyhan Ready to semi-final wvs And 2022 Katar için Türkiye şimdiden hazırlansın

olmuyor yani böyle

#SeeYouInQatar2022 @visitgatar

29 yorumun tümünü gör

\_reyhannqx07 🌸 🖦 anzelisahin 🧟 💞

aydinemira1 \*\*\*

çok güzel 💗 💗 gizem\_sakalii @chabyhan 🐸 🐸 pozun çok

efso yaa 💝 💝 lider.ebrartstn\_ Kimle kim yapiyo

ilayda\_m.35kirkaya Azcık zayıflasan



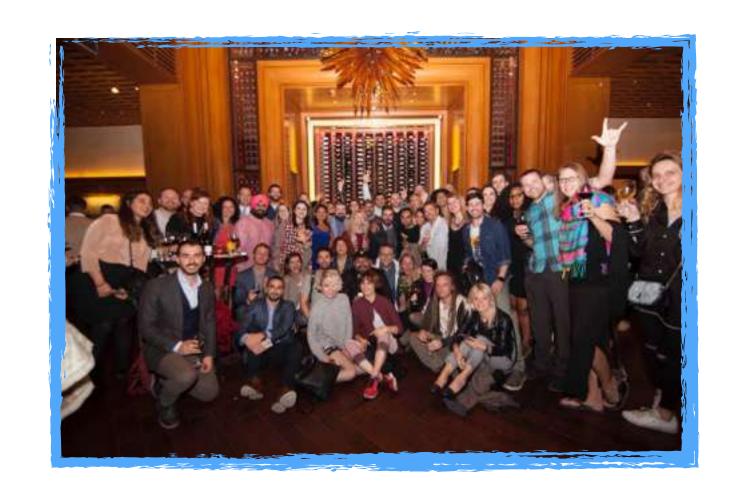
# MEDIA VALUE

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





## 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.

#### MONITORINGSYSTEM

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/

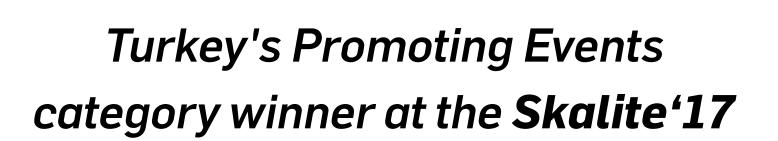
https://www.boomsonar.com

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







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

