



A platform that allows influencers to grow and strengthen their network

A must attend catch up on everything that has been happening in the

This year: 63 influencers from more than 23 countries are with us

INFLOW GLOBAL'20 RISE & SHINE

General Report

INFLOW NETWORK



ABOUT ANTALYA

Located on the Turkish Riviera, Antalya is a city of history & culture while offering a variety of touristic activities to visitors. With a name originating from a festival, Antalya is one of the most visited cities in Turkey with both its nature & man made wonders.



2020 in a Nutshell

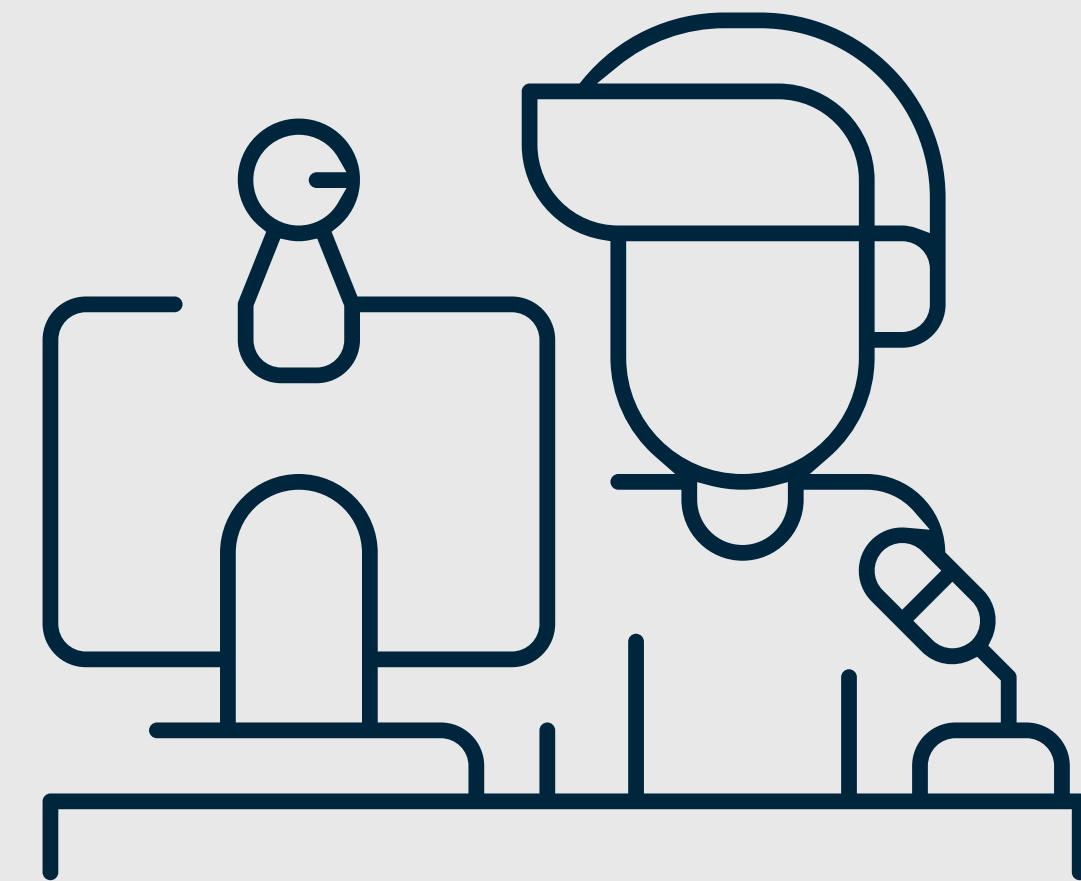
 [Click to see full report](#)

We have seen something like no other at the end of 2019, the infamous COVID-19. With the announcement of a pandemic by WHO, the lockdown brought a few changes to our lives that might be here to stay.

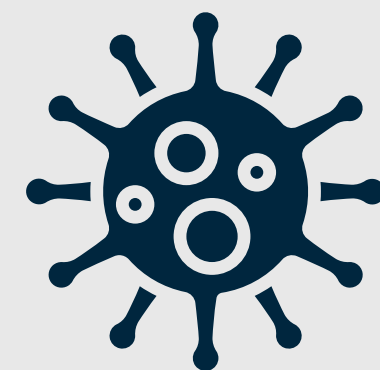
LIVE

75%

of the influencers had live sessions on their social media platforms during the pandemic to keep their audience engaged.



65%



of the influencers that have taken the survey stated that their brand partnerships had come to a halt because of the COVID-19 pandemic.

56%



More than half of the influencers stated that they had been involved in an Influencer Marketing campaign that underlines the severity of the outbreak and how to prevent the spread of the virus.



CONCEPT | INFLOW GLOBAL'20 : RISE & SHINE

INFLOW Global'20 :Rise & Shine brought together influencers & opinion leaders from all around the world in Antalya for fun and enlightening moments between the 19th-22nd of October at Rixos Premium Belek. This year we changed gears and offered an exclusive event where fellow creators met to exchange stories & experiences, create memorable moments, and feel the sun after a period of no travel.







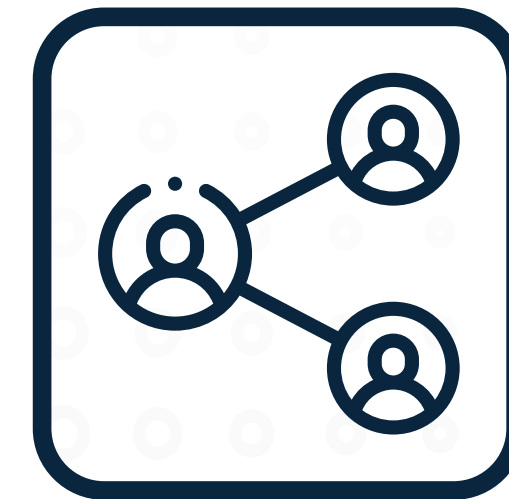
“It's amazing all the work INFLOW does to connect influencers from all around the world in one place and bring us together with brands.”

@antonio.pozo

2020 | WITH NUMBERS



60
INFLUENCERS



3.014
SOCIAL MEDIA
SHARES



451.484.728,80
REAL IMPRESSION



\$9.258.317,69
EARNED MEDIA VALUE



WHAT WE'VE DISCUSSED

This year we had the pleasure of hosting sector professionals with captivating backgrounds at our conference.



Joana Jamil & Samer Johnny Jamal, Strategic Partner Managers at Facebook & Instagram at MENA region showed us **How to Win Our Facebook & Instagram game.**

We had **BJ Cunningham** who proved that there is no such thing as bad marketing & you can turn the wheels around to work for your interest if you are **Profiting From The Truth.**





Benn McGregor was with us to tell us about his story of being a successful brand practitioner and show us the **Profit From Influence** with real data from his experience.

And **Alex Frolov** from HypeAuditor touched on a critical subject of 2020, **The Lockdown Impact on The Influencer's World.**

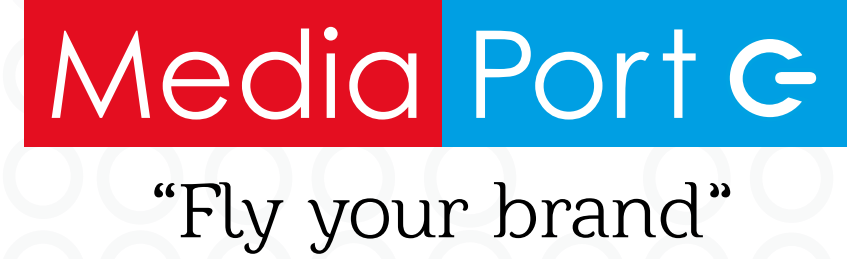




“ It was a wonderful experience! I have met interesting bloggers from all over the world and we became one team. ”

@molodinamaria

PARTNERS







INFLUENCERS



@alana_venum



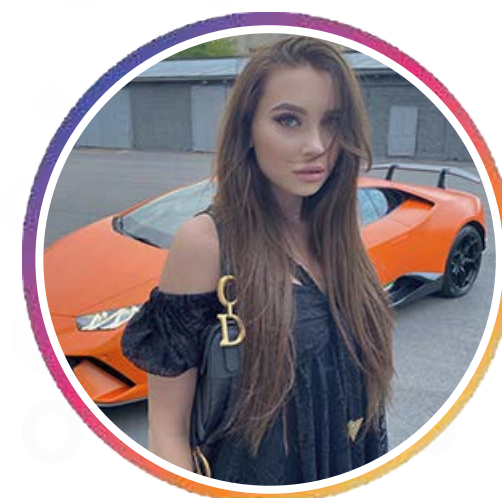
@karina_nigay



@sashachistova



@mamoisawi



@juliagodunova



@summer.shaker



@sezyilmaz



@tatoshe4ka



@daryltufekci



@rowanrow



@akzharkin_zhomartova



@aliceabdelaziz



@jenybsg



@kodzayeva



@dimaermuzevich



@fahd.el



@linda_kafexholli



@antonio.pozo



@saharfoad



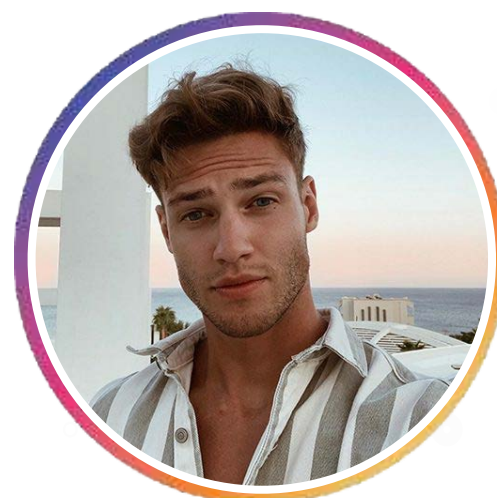
@zabolotnev



@florianmacek



@thenaeema



@tobiasrtr



@duygubie



@fafiabdelaziz



@elmira_namazova_



@ainurnurseit



@molodinamaria



@arian_zamani



@bota_nurseitova



@stuberi



@slikhaartv



@mertvidinli



@amal.almaqbal



@merveipekozturk



@leila_land



@istanbul



@tahagnc



@igoguseinov



@ibnhattuta



@neffatibrothers



@kirill_semin



@stubersaki



@salma.masrour



@nilerturk



@naca__faca



@motavba



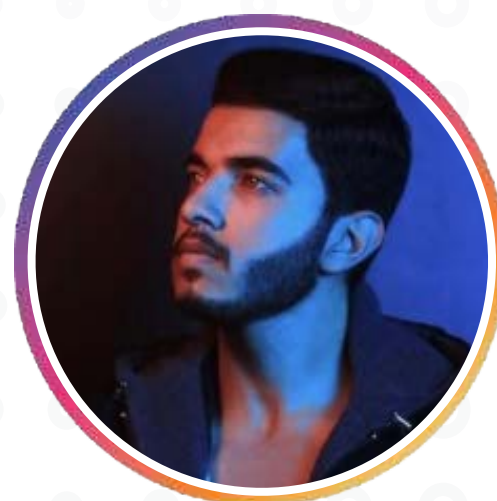
@yaraline



@barkinozdemir



@ayad_nehad



@hammadmacro



@erwin_trinidad



@bokandusan



@emilvilain



@priscidasilva



@rasmusvilain



@neffati.jamil



@neffati.jamel



@the.classy.issue



@chriskodzayeva



@__prika__



@nicolangelozzi



@istanbella





“ It was amazing as always, especially with the whole pandemic, INFLOW did an amazing job from each and every perspective! I’m super excited to be part of future events with INFLOW Family. v v v v v v v v v v v v ”

@rowanrow

THE EXPERIENCE



19TH OF OCTOBER **RISE & SHINE NIGHT**

Kicking off the event with a Welcome Dinner, we got together with all of our guests for a fun night of stories & conversation.



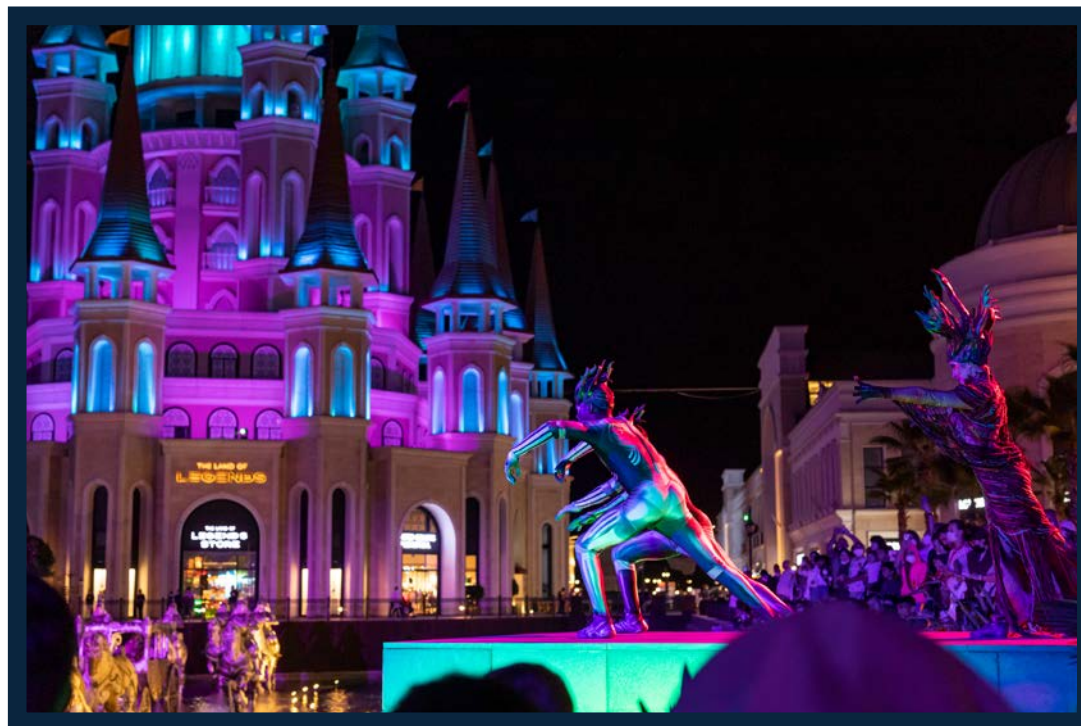
20TH OF OCTOBER **MOTIVATIONAL SPEECHES & CONFERENCE**

Continuing our tradition, we started the second day with motivational speeches & encouraging panels from our valuable speakers.



20TH OF OCTOBER **RISE & SHINE NIGHT**

A dreamy night for a utopian event in a chaotic time, we had a BBQ night at the beach to create memories together as a family in the cozy atmosphere of Antalya!



20TH OF OCTOBER

THE LAND OF LEGENDS THEME PARK NIGHT PARADE

A wonderland in Antalya, The Land of Legends Theme Park welcomed us with a parade to remember!



21ST OF OCTOBER

THE LAND OF LEGENDS THEME PARK

Time to have some fun!




21ST OF OCTOBER

WHITE PARTY

A gorgeous gathering with extraordinary costumes, White Party made us experience a futuristic fantasy!



BEST OF CONTENTS



rixos_premium_belek

inflownetwork

tatoshe4ka • Takip Et

Rixos Premium Belek

tatoshe4ka

Врываемся в московскую осень с экзотическими фоточками! 🌿

Thanks to @inflowsummits and @rixos_premium_belek for amazing hospitality

2h

e_l_e_n_a_sm

Моя красавица и умница!!! Горжусь тобой!!!! 🍷🍷🍷❤️❤️❤️ Ты лучшая!!!! 🍷🍷❤️

2h 2 beğenme Yanıtla

— Yanıtları gör (2)

maria.korockina

Наталиии, ты прекрасна спору нет 🍷🍷❤️

21 EKİM

Yorum ekle...

Paylaş



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rixos_premium_belek

fafiabdelaziz • Takip Et

Rixos Premium Belek

fafiabdelaziz

Ready for our conference day with @inflowsummits What do you think of the look? 🍷❤️

#INFLOWinAntalya

2h

nadineabdelaziz

Miss u ❤️

— Yanıtları gör (1)

aliceabdelaziz

🍷🍷🍷

— Yanıtları gör (1)


the.classy.issue

ve 5.928 diğer kişi beğendi

20 EKİM

Yorum ekle...

Paylaş



fathersons_

erwin_trinidad

inflownetwork

rixos_premium_belek

antonio.pozo • Takip Et

Rixos Premium Belek

antonio.pozo

Having a wonderful time at @inflowsummits and meeting a lot nice people 🍷❤️ Happy to finally meet you in person @rowanrow @erwin_trinidad 🍷❤️ #INFLOWinAntalya #TurkishAirlines #RixosMoments #NFlowist #Turkey #Antalya

2h

glue_laguardia

Amazing my brothers 🍷❤️

— Yanıtları gör (1)

umitobeyd

All of you looking good 🍷❤️

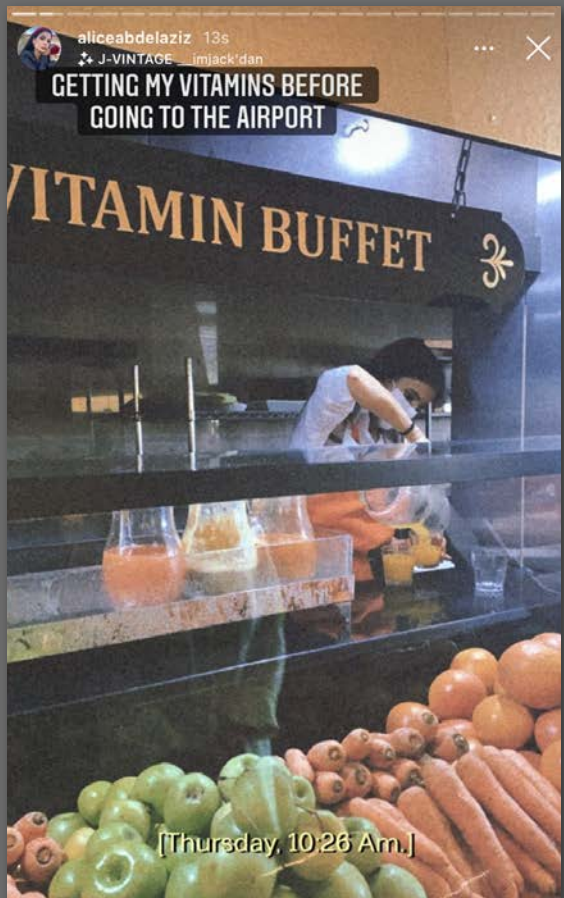
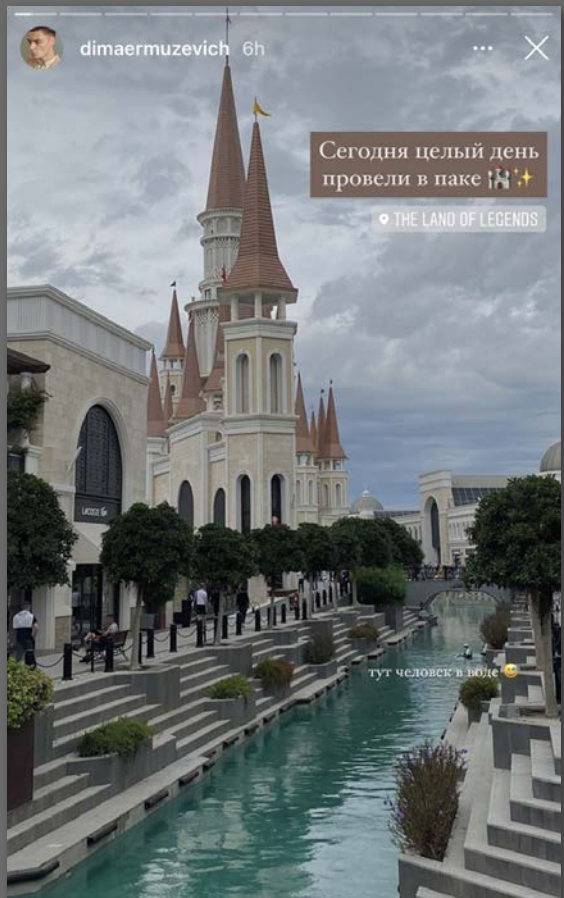
florianmacek

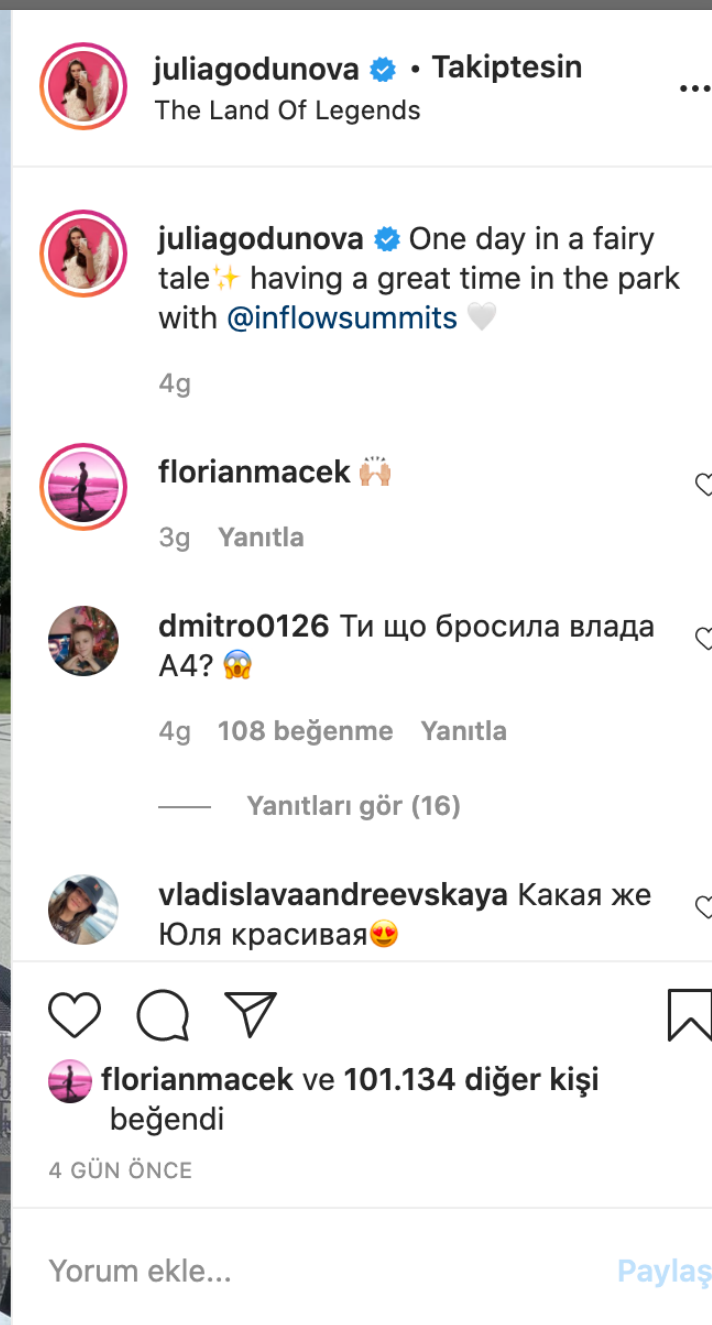
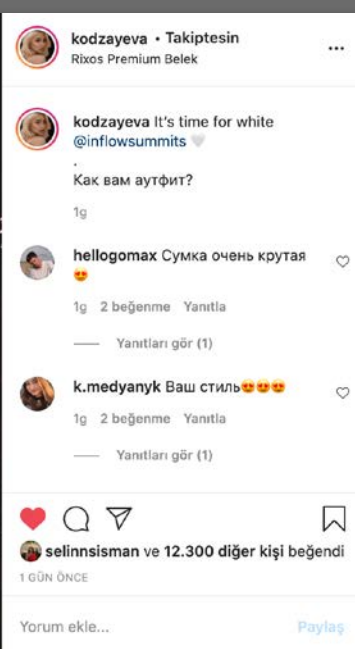
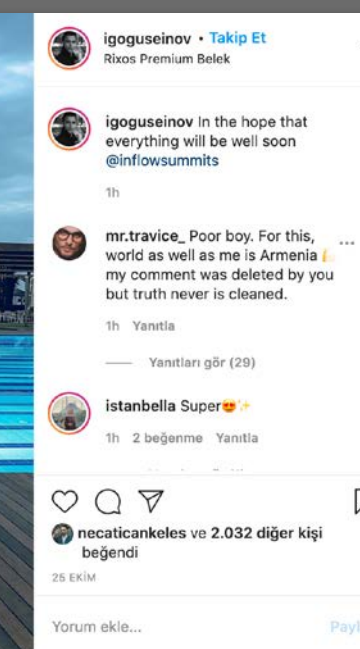
ve 9.662 diğer kişi beğendi

21 EKİM

Yorum ekle...

Paylaş







“Everything was very well organised, very safe & we had so much fun! I got to meet people from all around the world, and learned so much about social media and its impact on business.”

@fafiabdelaziz

A NEW PERSPECTIVE: INFLOW NETWORK

INFLOW Network: A platform equipped with exciting influencer marketing insights, trends, and tools.



INFLOW Summits: A platform that actively brings together partner brands with leading bloggers, digital influencers, social media content creators, and digital trendsetters from all over the world



INFLOW Awards: An independent award night that rewards Influencers, agencies, and brands by an independent jury.



INFLOW Bridge: A powerful Influencer Marketing tracking and campaign management solution, and an online platform that brings the world's leading digital influencers.



INFLOW Academy: An academy where the knowledge and experience of the INFLOW Network are transferred to the relevant target audiences through education-oriented studies

#rixosmoments

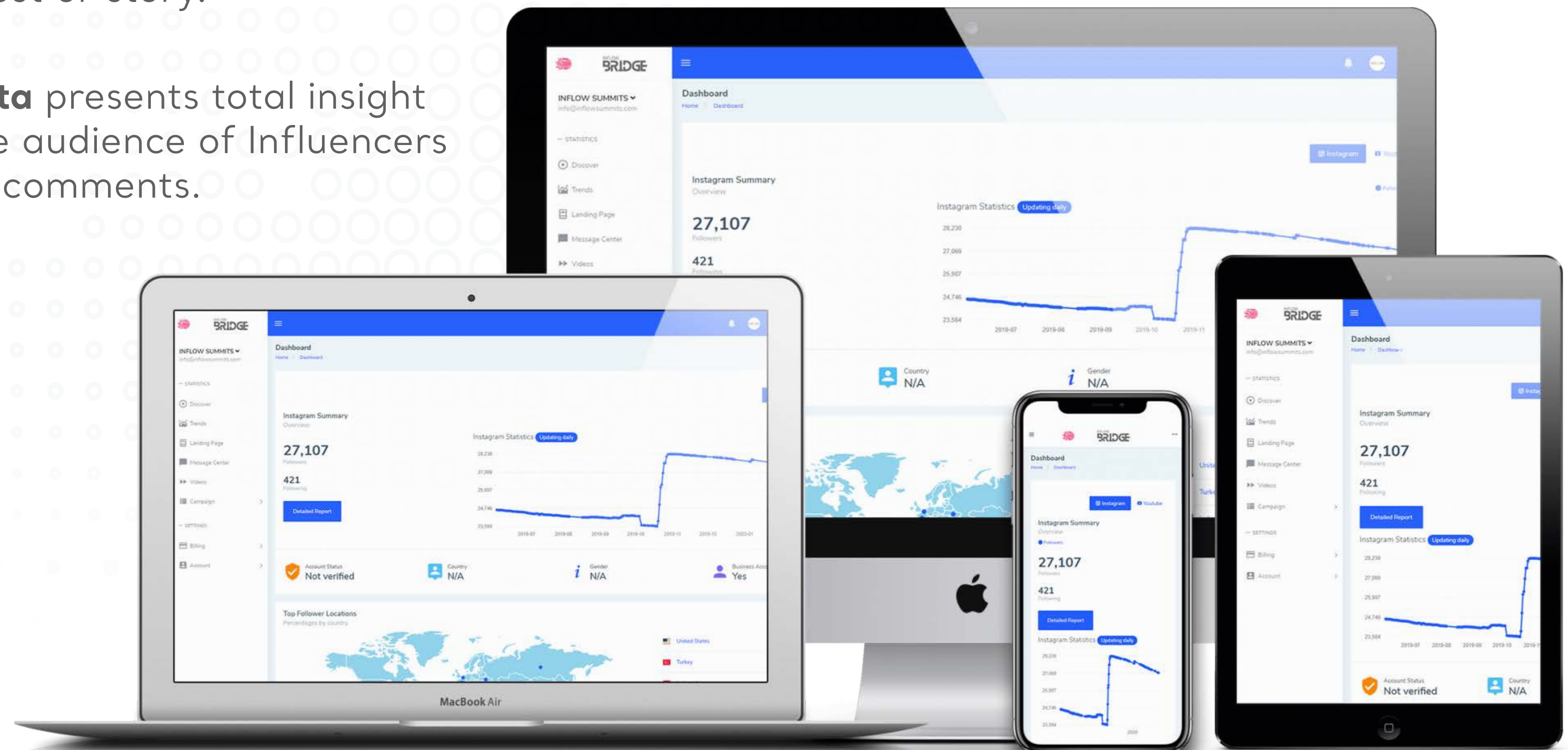


MONITORING SYSTEM

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.



AWARDS ACCREDITATIONS

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



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

COMING SOON



 **QATAR'21**



Explore.
Share.
Interact