IF

INTERNET
FESTIVAL 2017
FORME DI FUTURO
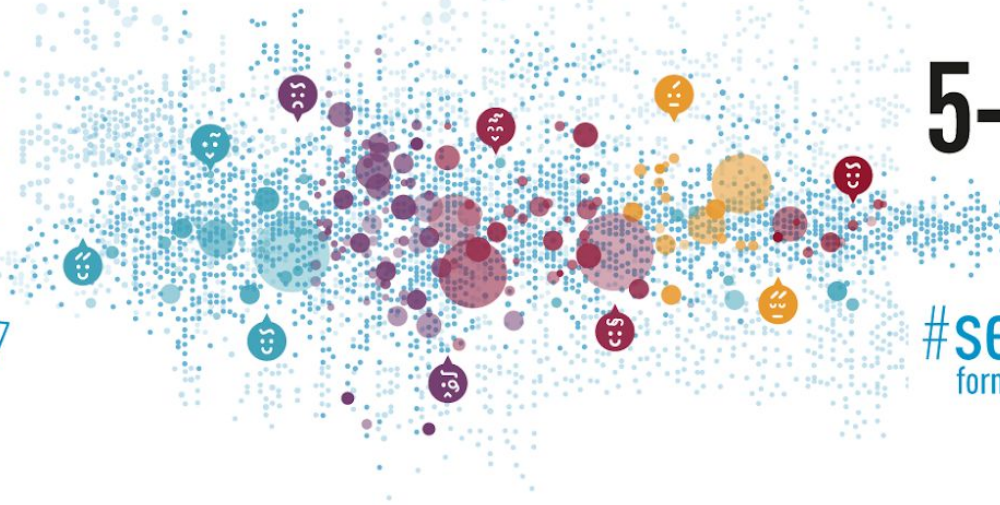
5-8 OTTOBRE
PISA

#sentiment
formedifuturo

L'ESPLORAZIONE DI ESCHER CONTINUA

JOAN FONTCUBERTA E L'AMBIGUITÀ DELL'IMMAGINE NELL'EPOCA DELLA POST VERITÀ

#IFAMARCORD – DOMENICA 8 OTTOBRE

#IFFAKE – SABATO 7 OTTOBRE (E NON SOLO FAKE)

The Internet Festival (www.internetfestival.it) is the largest Italian event devoted to the exploration of the World Wide Web and digital Innovation). It is organised by various institutional partners such as the Municipality of Pisa and the Tuscany Region and important research centers such as the University of Pisa, Scuola Sant'Anna, Scuola Normale Superiore, and CNR, the Italian Research Agency. One of the goals of the festival is the dissemination of research results on technical and non-technical aspects of the Internet, largely unknown to the general audience through meetings, workshops, seminars, shows and performances all around the city of Pisa. The event was attended by more than 150,000 people during the last editions, with more than 1,200 events and 1,800 speakers.

Problem and Task: The communication team of the festival is tasked with motivating the general public to take part and participate in the very rich program. While the social communication team includes a dozen influencers who produce rich content during the festival, the website risks to remain mostly static and not engaging enough. The team was thus looking for a way to more easily update the website with relevant stories that capture the thematic of the day and the most noteworthy moments.

Solution: With Tellit it was possible to simplify the website update workflows. The software automatically collected the relevant social media posts done by the social communication team and allowed an editor to quickly find the more relevant impressions and mark these for later use. At the end of each day, a story was easily created highlighting the events of that day. It was very quickly posted on the website thanks to the ready-made layout and "embed" features of the Tellit stories. In this way the IF2017 website was constantly updated with new content, even during the very busy time of the festival itself. This was possible because the communication team had to spend only very little time for this and it did not require any technical assistance.