



Social Media Competition

Increase your company's social media presence with Business Beyond Borders

Business Beyond Borders wants you to join the live discussion on social media during its matchmaking events and, at the same time, help you raise the visibility of your company. Our Social Media Competition, which we are pleased to debut at African Utility Week, will help elevate and expand the discussion during the keynote sessions and will enable you to further connect with your business contacts during our matchmaking sessions.

How does it work?

Companies taking part in the BBB matchmaking events should use their Twitter handles to participate in the BBB Social Media Competition. Tweets should always incorporate the hashtag #EUBBB.

The competition is twofold:

“Most Re-tweeted” Award: this particular part of the competition will take place during the keynote sessions and during the RECP workshop on hydropower. Take an active role in the online discussion by using your company's Twitter handle to tweet your thoughts on, or highlights of, the session/workshops under the BBB programme. The most re-tweet tweet at the end of the conference will be named the winner.

“Most Online Meetings” Award: this part of the competition will take place during the matchmaking events at the BBB Connecting Platform. Take a picture of your matchmaking meetings and use your company's Twitter handle to upload the picture (don't forget to tag your meeting partner company too!). The company which uploads the most matchmaking meeting pictures will be named the winner.

Prize:

The winners of the BBB Social Media competition will be prominently featured in BBB communication outputs (videos, profiles, interviews, social media content, etc.) that will help to raise the winning companies' online profile and visibility. Additionally, they will receive a physical prize which will include typical products from South Africa.

AUW activities covered by the BBB Social Media Competition:

“Most Re-tweeted” Award:

- AUW Opening keynote session (16/05);
- Opening keynote session (17/05);
- EREF workshop on hydropower (18/05);

“Most Online Meetings” Award:

- BBB matchmaking sessions at BBB Connecting Platform (16, 17, 18/05);

Deadline for competition entries:

18/05/2017, 15h59 (local time)

Winners announcement:

The winners of the BBB Social Media Competition will be announced after the EREF Hydropower Workshop, at the BBB Connecting Platform. An announcement will be made on the spot, as well as in social media.

Got any questions about the BBB Social Media Competition?

We'd love to help you out: please email Ana Oliveira at bbb@loweurope.eu and we will get in touch with you shortly!