

# Hashtag Sports Streamlines Content Exchange To Propel Virtual Event Strategy

## Overview

The Hashtag Sports team has no doubt about the power of content to connect and engage sports audiences. They've built an entire company around this idea. They knew that giving their community of influential media and marketing professionals easy access to compelling event media for social sharing, and a simple way to create their own authentic event media for Hashtag Sports brand channels, would be a winning combination. It would let them stand ahead of other industry offerings. And the marketing team could quickly expand both their content output and distribution to boost brand reach and awareness, driving future event participation and registrations.

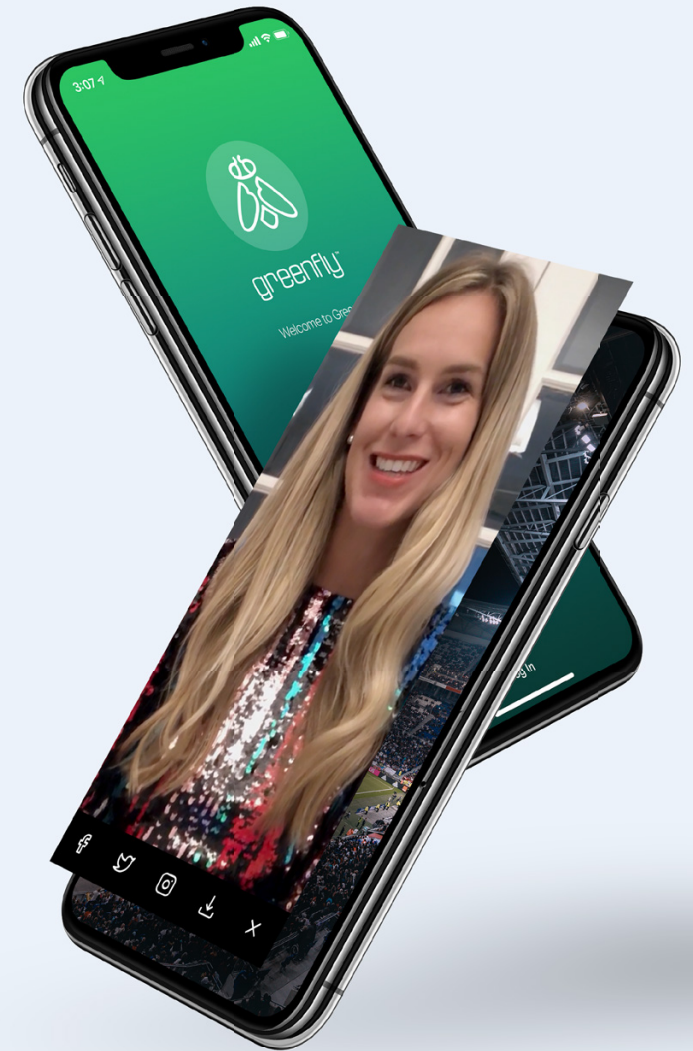
In 2020, the global pandemic required a shift in the team's annual flagship event plan from a live, in-person environment to a fully virtual one. It was time to test their thesis. Greenfly streamlined content exchange for multiple Hashtag Sports event elements, including their annual awards presentation and multi-day conference.

## Opportunity

The team at Hashtag Sports is continually introducing innovation and raising the bar on engagement thought leadership. As one of the only pure event-driven organizations in the converging sports and entertainment space, they understand the need to stay relevant beyond event days. Their goal: Build and maintain a year-round community of engaged marketing and creative professionals around meaningful content and dialogue.

At the onset of the pandemic, the staff faced multiple challenges in pivoting quickly to a virtual awards celebration and conference event. Their existing, primarily email-based workflows for capturing and distributing timely, premium content could not meet these new online demands. And with no way for their large event community to meet and network in person, the team sought to replicate the in-person awards show and conference experience for them and embody it through immediately shareable digital and social content.

They needed a solution that could help their small but rapidly growing staff centrally manage media asset flows among many advocate groups and scale this content across social platforms. The marketers turned to a trusted technology partner to simplify this work.

**HASHTAG  
SPORTS**

Hashtag Sports is the premier global event organization across the converging sports and entertainment ecosystem. The company hosts a flagship annual festival, along with a year-round event series, inspirational digital content, and mission-driven initiatives like Creators of Color. Along with the Engagement Academy of Sports x Entertainment, the Hashtag Sports Awards honor the most engaging content, athletes, and creators entertaining sports fans and audiences around the world.

### Partnership

Hashtag Sports employed Greenfly's content exchange platform to build more efficient workflows for the two event phases: the online awards celebration and conference. Greenfly quickly onboarded the marketing team members, who were using the platform with advocates within a few days.

During the awards phase, the staff shared a gallery of award graphics and videos with shortlisted nominees so they could post them to their social accounts. The team made content requests to award presenters and winners in 33 categories to create and submit presentation and acceptance videos. Their video responses were automatically sorted by category into curated galleries, packaged with sponsor IDs, published online in the weeks leading up to the conference, and shared with the honorees. The Hashtag Sports team found this to be an easy, efficient and automated way to deftly capture and distribute their awards content. In the conference phase, they sent sponsors content requests to record track introduction videos. The team used Hashtag Sports social channels to invite event participants to download the Greenfly app, where they received requests to submit photos or videos of their previous event memories.

Hashtag Sports partner (and Greenfly integration partner) Grabbyo clipped conference track and session video highlights. Event speakers, sponsors and attendees were able to download the Greenfly app to access galleries of these snippets. These ambassadors were empowered to replay the moments and share them on their social channels while the conference was still happening. This straightforward process and centralized system meant the Hashtag Sports team didn't have to spend precious time digging through emails or responding to extra event clip requests. They also enjoyed granular Greenfly analytics details on user download activity, particular asset popularity, and content performance. These insights have helped them develop future event content strategies.



*Greenfly is best-in-class technology powered by an equally best-in-class customer success team — an incredible partner and a key part of our event success, as social content has become critical for our brand in driving engagement and dialogue within our community.*

— **Anthony Caponiti**  
CEO & Co-Founder, Hashtag Sports



Impact

The Greenfly partnership enabled Hashtag Sports to bring to life and elevate this virtual anchor event experience for the organization’s industry community. The platform’s automation was critical to success; the team saved days of manual work, particularly in producing the online awards celebration and organizing conference media.

The marketing and event staff loved having a one-stop-shop for managing, collecting and distributing short-form event media, and one that helped them stay nimble and collaborate remotely. The team captured over 1,100 new content assets through Greenfly. And over 150 participants created and shared event video clips and graphics before, during and after the event. This activity helped the Hashtag Sports marketers leverage their speakers’ and community’s robust social followings to significantly expand digital promotion and conversation around the awards and conference.

Looking ahead, the Hashtag Sports team plans to further enhance participant involvement in event content by turning them into brand advocates while expanding the scope of their forward-thinking virtual live event series, the Engagement Academy of Sports x Entertainment, and mission-driven content programs that are transforming the next generation of sports entertainment. These include the organization’s multifaceted Creators of Color program, soon-to-be-announced DEI talent pipeline, and women’s growth initiative — all of which recognize and celebrate diverse voices and storytellers in the industry.

Results

150+

users (honorees, presenters, speakers, sponsors & attendees)

1.1K+

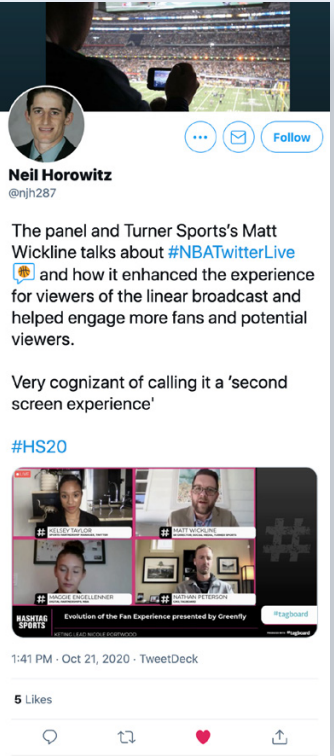
content assets

140+

Grabyo video clips automatically imported

125%

increase in social engagement\*



About Greenfly



Greenfly’s brand advocacy software platform and mobile app enable organizations to transform their advocates into brand builders by harnessing the power of authentic content.