

# Content Management and Storytelling for the Social World

The Emma logo is displayed on a pink, brushstroke-style rectangular background. The letter 'E' is composed of three horizontal white bars. The letters 'M', 'M', and 'A' are white outlines. The entire logo is set against a dark blue background.

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EMMA

<https://emma.in-two.com>

The EMMA project aims to foster an enhancement in media management, branding, marketing and communication of small and medium-sized companies in the areas of tourism, events and publishing through technological innovation. The project is funded by the European Union's Horizon 2020 research and innovation programme. The project's aim is to develop a content and social media management tool to facilitate the management of social media campaigns and the monitoring of social media activities.



## Frankfurter Buchmesse

The Frankfurter Buchmesse (11 – 15 October 2017) is the international publishing industry's biggest trade fair and, at the same time, a huge cultural event. As an event organiser the Frankfurter Buchmesse aims to enhance state-of-the-art solutions for the industry's stakeholders to promote their events and products. Within the EMMA project, the Frankfurter Buchmesse is responsible for the project's communication, collecting requirements for a content and social media management tool, as well as for testing the tool.

[www.book-fair.com](http://www.book-fair.com)





Goncalo Figueiredo

## Fondazione Sistema Toscana

Fondazione Sistema Toscana manages the digital strategy for the popular region of Tuscany, also helping local stakeholders (public and private tourism operators) to better understand and use new media for touristic promotion.

[www.fondazionesistematoscana.it](http://www.fondazionesistematoscana.it)



Vincenzo Truppo

## UNSEEN

EMMA also examines how best to support event and festival management. The UNSEEN Festival is an annual international photography fair and festival based in Amsterdam. Unseen focuses on new photography, highlighting the most recent developments by presenting emerging talent and new work by established artists. As a fair, Unseen brings together leading figures in the industry with artists, curators, collectors and photography enthusiasts, creating an exchange of dialogue, artistic expression and ideas.

[www.unseenamsterdam.com](http://www.unseenamsterdam.com)

# EMMA Platform

## TRUE MULTIMEDIA NARRATIVES

Extend existing content to create cross-platform stories and multimedia narratives.

## DEEP INSIGHTS

Gain insights into how destinations and events are perceived in social media.

## EFFECTIVE CAMPAIGNS

Run social media campaigns and monitor engagement while steering user-generated content creation, collection and publishing.

## INFORMATIVE CHANNELS

Turn web and mobile presences into more informative, media-rich and interactive channels suitable for all stakeholders

## Team

We are a European team of business, marketers, technology experts, events and destination professionals focused on delivering the best solution for cross-platform stories and multimedia narratives. The partners in this endeavour are: IN2 search interfaces development, Vandejong Creative Agency, Centre for Research and Technology Hellas, Fondazione Sistema Toscana and Frankfurter Buchmesse.

### CONTACT

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VANDEJONG  
CREATIVE AGENCY



FRANKFURTER  
BUCHMESSE

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