

# How to Cover a Conference Using Twitter

## #MPF

Throughout the day today and tomorrow I will be tweeting with fingers of fury from the [Marketing Partner Forum](#) in Palm Beach, Florida. (You can follow my tweets as well as those of @melaniegreen @karencarielo @meganmckeon and others by running a [Twitter search](#) for #MPF) One of the most practical uses of Twitter is covering conferences, and I want to present 5 tips for adding value to your followers while attending and tweeting a conference.

1. Use the hash tag. Every conference has a hash tag (you know one of these # signs followed by a few letters- for the Marketing Partner Forum it is #MPF). You can usually find out what the hash tag for a conference is by running a Twitter search for the name of the conference- and someone will likely have explained which hash tag will be used. If the conference doesn't have a hash tag, you can create your own. Generally smaller hash tags are better, but it should seem similar to the conference's actual name.
2. Bring your laptop. You can tweet from your phone in a pinch- the iPhone and the Palm Pre have great apps for tweeting- but to really cover the conference it helps to have a desktop application like Tweetdeck running so that you can cover multiple streams at once.
3. Make connections before the conference. For two or three weeks before any conference, start a continuous search for the conference so that you can set up meetings with individuals that will be at the conference. When they tweet a message about the conference, get a conversation started. This will be a great strategic advantage you will have over other attendees at the conference.
4. Share the good stuff. Most speakers in conferences will make 3 or 4 good points in a presentation. Sometimes there is only 1 good point that is made. When you hear that, put it in a tweet and send it out to your people.
5. Don't worry about tweeting the name and title of each speaker with each quote. When a panelist starts, it is helpful to send a tweet introducing somebody, but after that you can simply include the hash tag #MPF it will be assumed that a speaker at the event has made the statement. Some include "quotes" so that it is clear that one of the speakers made the statement, but I don't think that is completely necessary. You want to save as much space as possible for those following your tweets to re-tweet the message if they like it.

Tweeting conferences is a ton of fun, and makes somewhat boring presentations much more interesting because they suddenly become interactive. For today and tomorrow I will be tweeting a lot more than normal as I coverage the #MPF- if you like what I am tweeting, as always- feel free to retweet the message. Good luck, and I hope to see you live tweeting your next conference.