



Content Management and Storytelling for the Social World



EMMA

In a nutshell

EMMA is a **powerful tool**...

...that enables you to **take the initiative** in a busy and hectic communication environment

... and **lead the story** of your brand



EMMA

EMMA offers a **one-stop-shop** for media asset management by **combining** ...

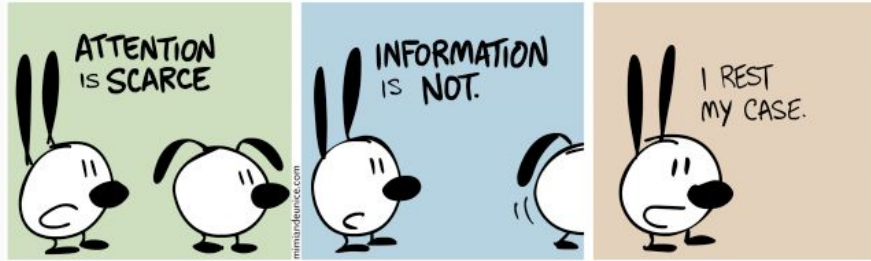
... traditional **asset management** functionality

... with **social media**

... and **online publishing** based on content reuse



The problem



Marketing, PR and communication professionals need to create engaging, up-to-date content experiences that can **establish meaningful connections to their customers and key stakeholders.**



It's a brave new world:

- **Social media:** a powerful channel for building meaningful and lasting relationships with customers and clients.
- **Content supercharged:** beyond image, video and documents; towards cross-media and transmedia.
- Rebirth of **Artificial Intelligence:** smart tools based on latest machine learning techniques



Which brings about many challenges:

- Managing content like own videos and professional photos **alongside** the proliferation of social media channels is cumbersome
- Information is the new abundance; attention became the new scarcity.
- On social media important posts or interactions can get lost in the noise.
- Social media platforms are silos for the content shared within their walls
- One needs to remain authentic and constantly use new formats



The current
situation is...
complicated



...But there's a better way!



Content & Storytelling

strategic only when it is

easily accessible and travelling across channels

Content & Storytelling

strategic only when it is

thematic

Creating good digital stories is challenging and time consuming.

As with all crafts, the final outcome is dependent on both the skill of the creator and on the **tools** used.



EMMA

A tool especially designed for
event organizers and **destination managers**

Workflow

COLLECT > DISCOVER > ORGANISE > PRESENT

Create a **central content hub** that brings into one place the relevant social media posts alongside own images, videos and documents, with the possibility to connect to existing content repositories.



Add a smart layer on top of the content hub so that content and audience insights can be easily discovered. This includes:

- **Advanced search** and facets and
- Leverages **AI services** that work on the background in order to remove irrelevant social media posts, assess the quality and aesthetics of images and add annotations to images and videos.



Get an **intuitive interface** for creating groups, collections and stories from the content of the hub.



EMMA

Interact with the audience either :

- In the social media channel of choice or
- Through the public collections and stories that can be embedded into websites or used to power mobile application or large screens.





Large LED screen powered by EMMA during the UNSEEN Photography Festival, Amsterdam



EMMA

EMMA

**Feel the buzz around and
tell engaging stories**

By employing artificial intelligence to ease the accomplishment of common tasks and simplify existing workflows, professionals that use EMMA **get more time** to spend on creative tasks and on more personal and authentic interactions with their audience.

What makes EMMA unique

EMMA is unique in:

- **Combining traditional asset management** functionality **with social media and online publishing**
- **Having a powerful backend** that indexes all content and analyses also the visual information contained in the data so that it can provide meaningful search results even when dealing with large amounts of data
- Being **developed together with target customers**



By using EMMA communication professionals can get in touch with their audience, steer conversations and tell more compelling stories. They will be able to more easily:

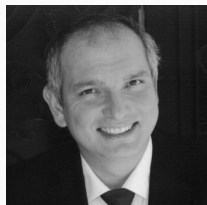
- Realize effective and customized digital campaigns and multimedia narratives to promote their destinations and events through their digital channels
- Steer, collect and publish user-generated content
- Gain deep insights into how destinations and events are perceived in social media
- Connect people, places and topics in multimedia presentations that work perfectly on all communication channels
- Support their stakeholders and help them reach out to wider audiences.



The team

Transdisciplinary team

- Software engineering, web development and DevOps
- Machine learning research applied to multimedia documents
- Communication & Marketing
- Event/Fair organisation
- Destination management
- Branding and strategy
- Entrepreneurship and knowledge transfer



Lead by Dr. George Ioannidis, Director of IN2. Phd in EECS and MBA in innovation management. Prior to founding IN2, he held positions in academia (e.g. head of the image and video analysis group at the Center for Computing Technologies in Bremen)



Alexandru Stan, Innovation Manager at IN2. He leads the research and innovation projects of the company, working in European R&D since 2007.



Marifé Boix Garcia, Vice President Business Development at Frankfurter Buchmesse. She is also part of the fair's management team, organising every year the biggest publishing event worldwide.



Dr. Vasileios Mezaris, Senior Researcher at the Centre for Research and Technology Hellas. Since 2007 he leads a group of researchers working on multimedia analysis and machine learning.

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Adriana De Cesare, head of the local and european projects unit at Fondazione Sistema Toscana. She has over 15 years of experience in web and online communication and has been the main organiser or many festival and events in the region of Tuscany.



Menno Liaw, Strategy Director and Founder of Vandejong agency, Co-owner of UNSEEN photography festival and partner of Spring House Amsterdam. Working with creatives for over 20 years, he specialises in branding, business plans and exploitation (with a long-term view).

Interviews with the team available on our blog:

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



(Coordinator)

**VANDEJONG
AMSTERDAM**
Optimistic Branding





Thank you!

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