

# HOMI

THE LIFESTYLE TRADE FAIR

HOMI outdoor  
Home&Dehors  
Exhibition



# Community

Let's create it together.



FIERA MILANO

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THE LIFESTYLE TRADE FAIR

HOMI outdoor  
Home&Dehors  
Exhibition



FIERA MILANO

A new way of creating  
a system based on:

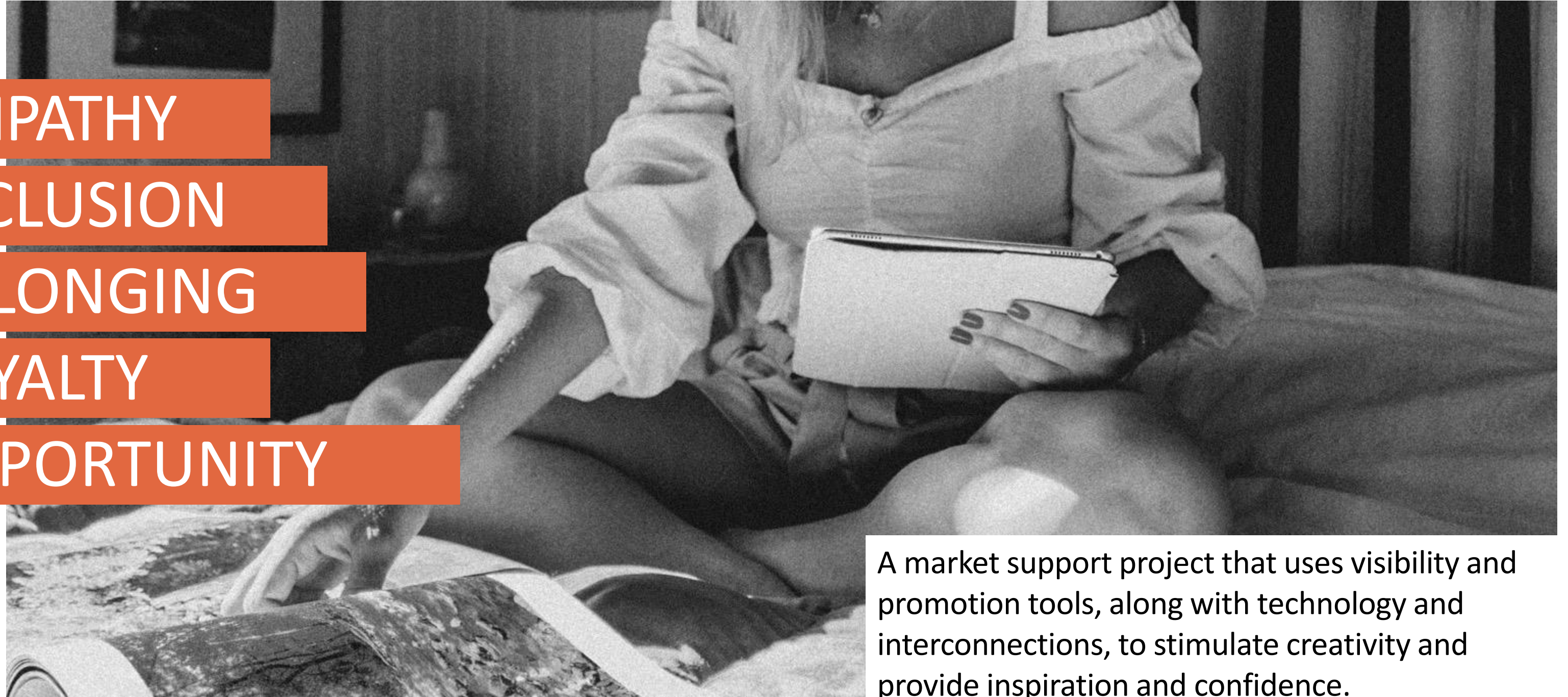
EMPATHY

INCLUSION

BELONGING


LOYALTY

OPPORTUNITY



A market support project that uses visibility and promotion tools, along with technology and interconnections, to stimulate creativity and provide inspiration and confidence.

Goal:



HOMI works closely with companies on a day-by-day basis, enabling constant exchange of information on the value of the sector: people, products, ideas and experiences to help strongly define the identity of the sector and take on new challenges together.



1

*1. Communicating and being together:*

HOMI places its network, its platform and its marketing and digital tools at the disposal of all the stakeholders within the community, to tell the story of the sector in Italy and abroad with shared #

2

*2. Preparing the event that will bring the community back together:*

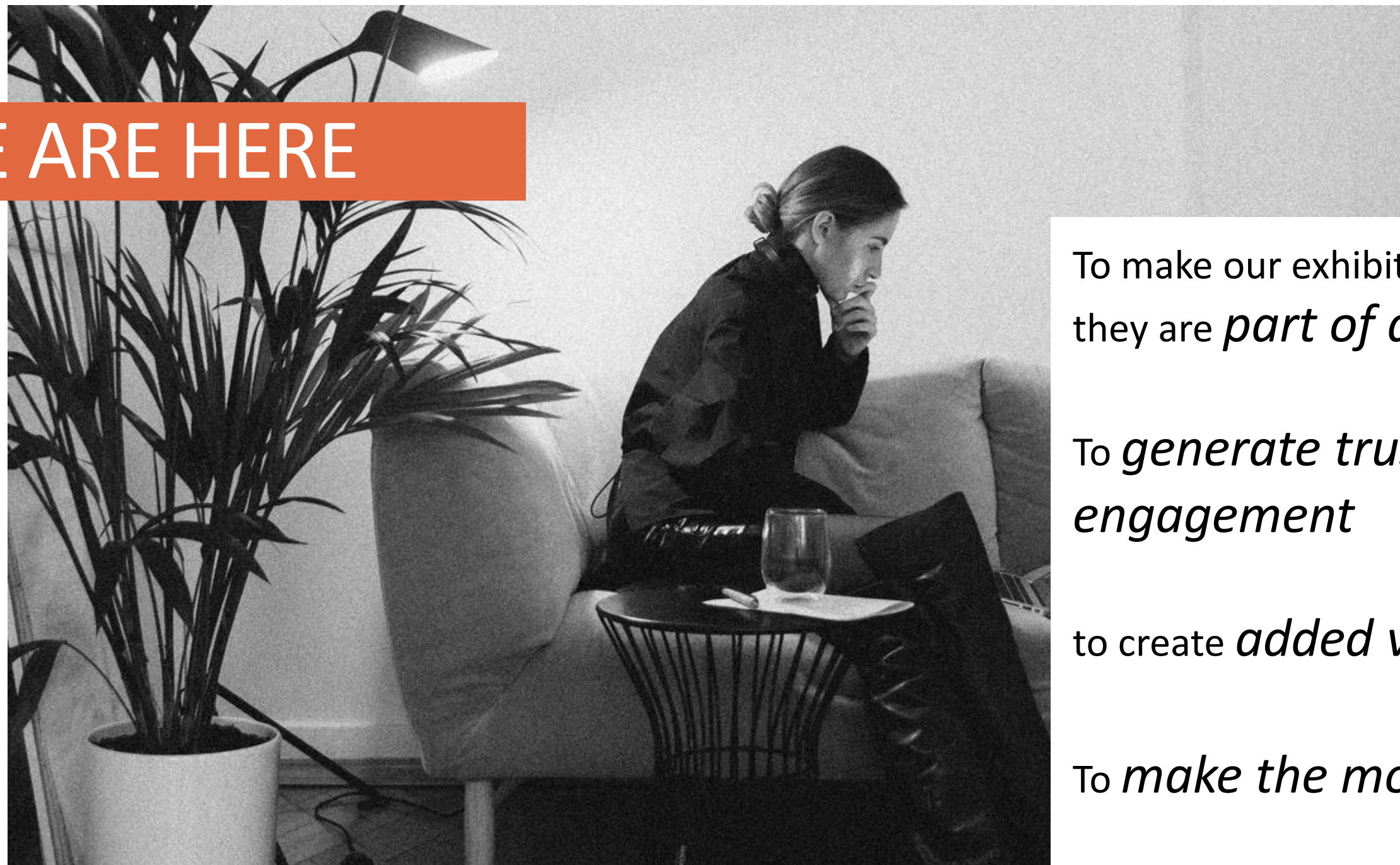
with the evolution of the external context, HOMI involves the community in designing the event where all stakeholders will be together, paying attention to the people, topics, needs and requirements of every member of the community

3

*3. Encouraging the follow-up of the event:* HOMI as a moment of comparison, exchange and development of the sector and relations stands by businesses, supporting them with every possible means, so that 100% of what takes place during the exhibition can be transformed into tangible results for the company

Communicating  
and being together

WE ARE HERE



To make our exhibitors, visitors and buyers feel that they are *part of a community*

To *generate trust, calm and engagement*

to create *added value*

To *make the most of our partnerships*

Communicating  
and being together

## STARTING POINT

We use the HOMI hashtags to amplify the value of the community, generate greater visibility, reach as many as possible of those who are interested in what's new in the sector, and increase engagement!

#HOMIcommunity

#italianhomelifestyle

#myhomelifestyle



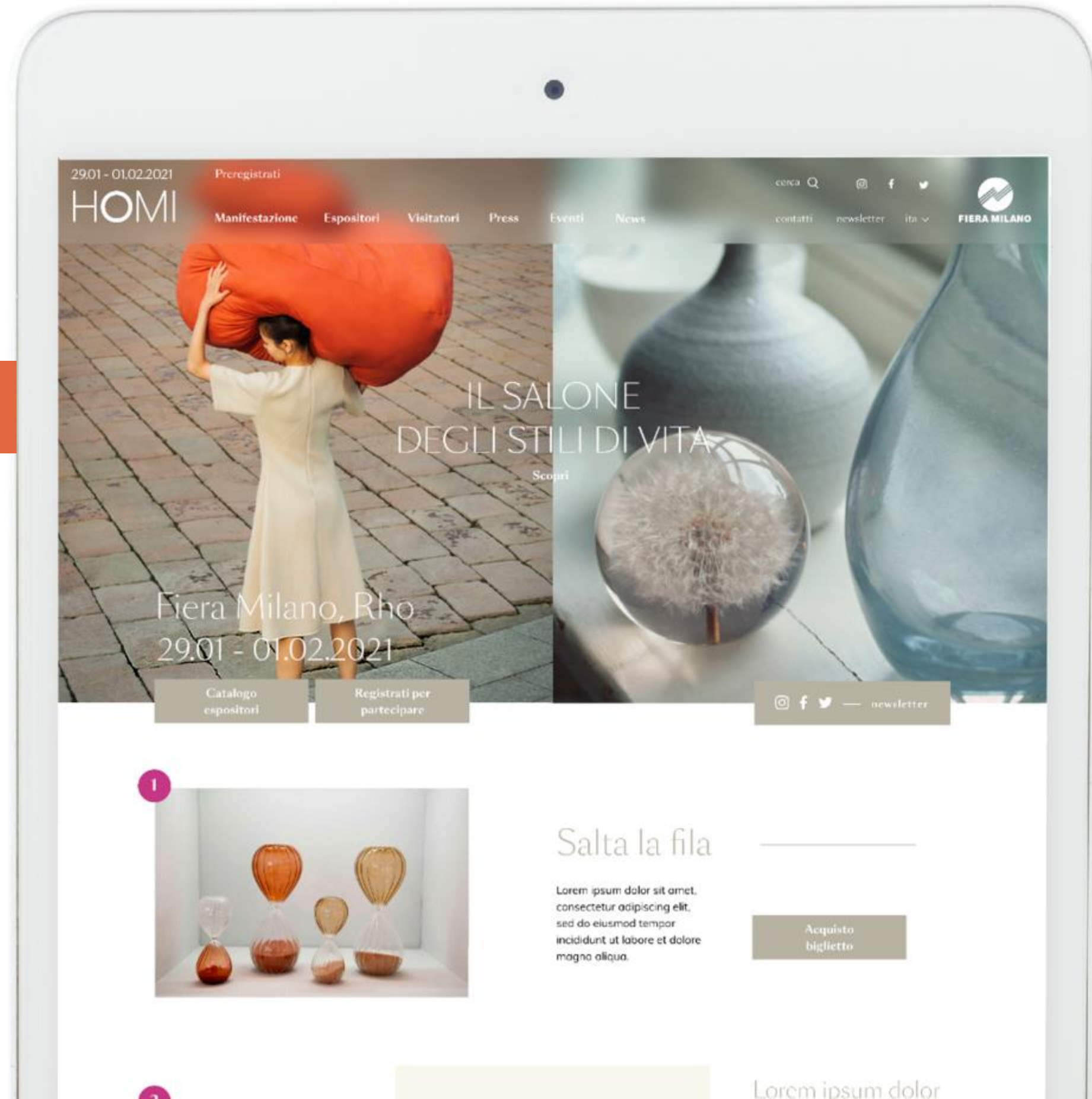
*Let's share them*

Let's feel that we are *part of a project*

Communicating  
and being together

# SUPPORTING TECHNOLOGY

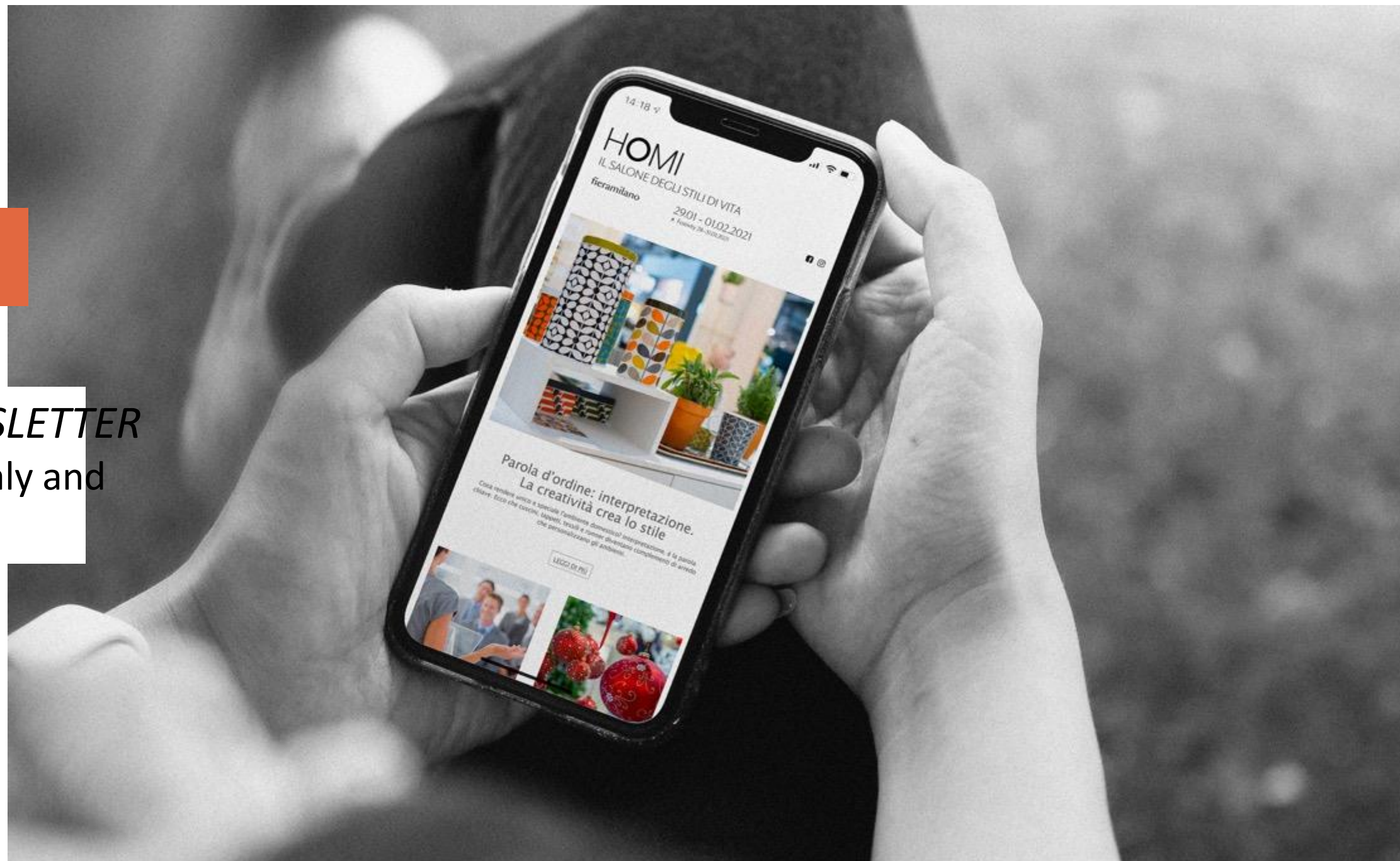
*A new WEBSITE*  
to offer more space to  
photos, stories and videos



Communicating  
and being together

## SUPPORTING TECHNOLOGY

A new, modern and efficient *NEWSLETTER*  
that reaches over 80,000 users in Italy and  
abroad



Communicating  
and being together

# SUPPORTING TECHNOLOGY

*Social networks*

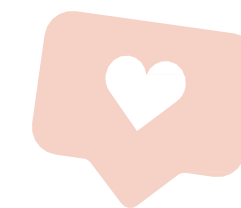
*Webinars*

*A dedicated communication  
project*



Communicating  
and being together

## IMPORTANT SOCIAL NUMBERS



Homi Milano

**29.000** followers on Instagram

**255.323** fans on Facebook

**4.881** followers on LinkedIn

HOMI Outdoor Home&Dehors  
Exhibition

**2.760** followers on Instagram

**14.631** fans on Facebook

Communicating  
and being together

# THE PRESS AS A PARTNER



*PLATFORM*

*CASASTILE*

*MARIE CLAIRE MAISON*

*LIVING*



Communicating  
and being together

TARGET CONTENT

TIMING

COMMUNITY



Before  
the event

Event  
month

Next  
edition



# Communicating and being together

## HOW TO JOIN



Companies are given a dedicated HOMI e-mail address to send texts and photos of the collection, which will be then completed with the project's hashtags.



*The collection is posted on all the social networks, and in a section of the event website, as well as being presented in a dedicated newsletter sent out to everyone.*



*Photos with the HOMI Community graphics are sent to the exhibitors so that they can share them on social networks.*



*A template for posts and stories is made available to all companies who wish to take part in the project.*



*A newsletter announces details on how to participate to operators.*

# Communicating and being together

## LET'S SHARE

1

*Sharing*  
the exhibitors' digital content.

2


Videos, posts, webinars...  
The contents are posted on the social network  
pages of *Homi The lifestyle trade fair*  
and *Homi Home &Dehors Exhibition*  
and in a dedicated section of the website.

3

Publication on Instagram is *announced*  
*by a story teaser.*

Communicating  
and being together

# THE VOICE OF THE EXPERT



Participation by *stakeholders, journalists and associations* for product.

# Company communication activities and timetable



## *WEBSITE*

Cadenced publication of previews of the collections on the website.

- 1 profile for each brand: collection title/products, photos, description, video or slide show; contacts; social network references

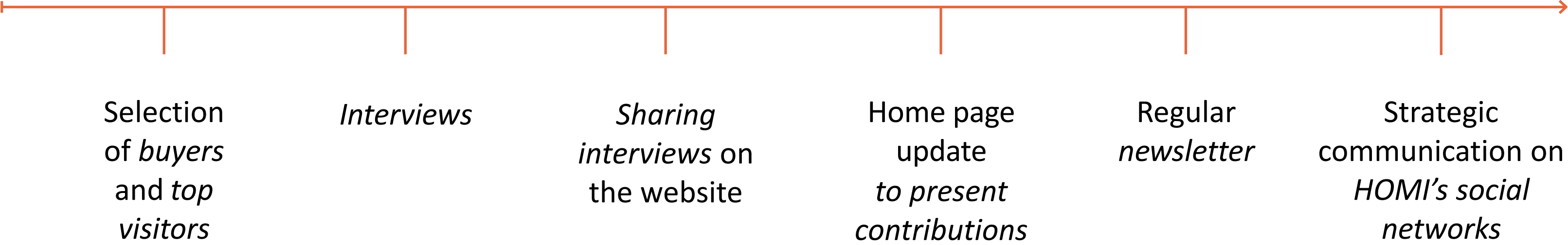
## *DIGITAL COMMUNICATION*

Regular release of newsletters to update the community

- A post dedicated to the company, the collection, new products

Company communication  
activities and timetable

BUYERS  
AND TOP VISITORS







Let's go!