
  
Hangouts  
Events  
Photos  
Circles  
Local

# Suite 709 Cranks it into Party Mode with Events

How Suite 709 uses Google+ Events to connect with music lovers worldwide



## The big idea

Austin-based band [Suite 709](#) wanted a way to grow their fan-base and share their music with a wider audience. [Google+ Events](#) and [Hangouts On Air](#) help the band connect directly with music fans across the globe. On tour, the band uses Events to promote upcoming shows and collect a unique perspective of each performance with photos uploaded via [Party Mode](#). In the Party Mode app, all photos and videos taken during an Event are automatically uploaded to the Event's photo collection on Google+.



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## How they did it

- One week before each show, Suite 709 creates a [Google+ Event](#) and sends out invitations to fans, encouraging participation online and in-person.
- Band members interact directly with fans through the Event stream, responding to questions, encouraging followers to invite their circles, and posting pictures live via Party Mode at the event.
- A few hours before each show, the band hosts a behind-the-scenes [Hangout On Air](#) to connect with fans and build engagement around the Event.
- At the concert, Suite 709 reminds fans to add photos to the Event using Party Mode, giving fans incentive to revisit the page after the show is over.

*"Party Mode is a great way to share photos at concerts. It's been awesome having all the photos from an event stored back in one album."*



Dietrich Schmidt,  
Keyboardist, Suite 709



## The impact

Suite 709 caught the attention of music lovers worldwide by providing a highly interactive, 360 degree view of their musical journey with Google+ Events and Hangouts On Air. Album sales and concert attendance are on the rise and, in less than six months, Suite 709 has gained more than 280,000 followers on Google+.

## Connect with Suite 709 on Google+

- 📅 [Suite 709 concert Event page](#)
- 📺 [Behind-the-scenes Hangout with Suite 709 in Dallas](#)