


Hangouts
Events
Photos
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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](#)