

Hangouts



Events



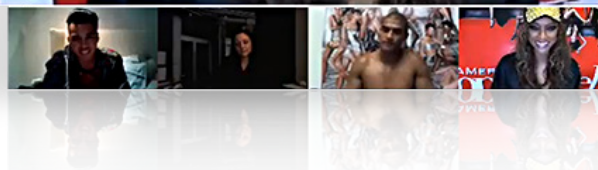
Photos



Circles



Local



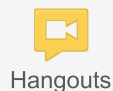
Smize with Tyra

Tyra Banks kept the America's Next Top Model season premiere excitement going with a post-show Hangout.



The big idea

For the season premiere of America's Next Top Model, Tyra Banks hosted a post-show [Google+ Hangout](#) “pajama party.” Joining her were judges Kelly Cutrone and Rob Evans to talk about the upcoming season. Fashion bloggers were invited as well to chat fashion and beauty, and to fire up Fierce Friday—judgment day on America's Next Top Model.



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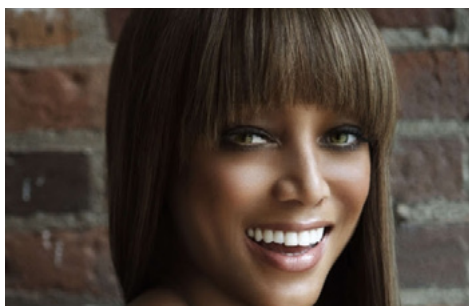
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How they did it


- America's Next Top Model aired TV promo segments to let their large TV audience know about the post-show Hangout.
- Tyra and the show promoted across their social channels, including: [Google+](#), [Twitter](#), Facebook, [YouTube](#), the CW channel website and their own websites.
- To vet select participants, Tyra made a post on her [Google+ page](#) requesting fan questions. Producers from the show then screened and selected fans.
- A [Google+ Event](#) was created so fans could RSVP to the Hangout and receive push calendar notification reminders.
- The Hangout was broadcast simultaneously on Google+ and Tyra's YouTube channel.



The impact

America's Next Top Model succeeded in retaining audience attention for almost another hour after the season premiere by getting viewers to tune into this second screen experience. The show's talent also benefited from the accessibility of the forum, as it helped them connect and build fan relationships in a highly visible way.

Use Google+ Events to schedule your next Hangout On Air:

1. Click the  icon in the share box on your Home page.
2. Pick an event name, and give it a start time, end time, and location.
3. You can broadcast directly to the event page and collect photos, videos, and comments from users before, during, and after the Hangout.

■ [Learn how to create a Google+ Event On Air](#)

