



Business Project „InstaDay“

- **Project Client**
FH Kufstein Tirol
- **Project Duration**
1 semester
- **Project Goal**
Organization of an Event, Social Media
- **What was the main focus of your project?**
The main focus of our project is to entertain and educate people on Instagram influencers and how to become one, mainly the students at FH Kufstein. This is done through interviews with expert Instagram influencers that range from fields of sports to music and art.
- **What did the team members like the most? What did they enjoy the most?**
Our team loved to work with all of the influencers, getting to know them and talking to them while also creating and tailoring the interviews for them, but also for our audience. We also really liked the new experience in creating professional promotional materials and being a part of marketing through social media.
- **Which personal interests or requirements should someone bring along for this project?**
There needs to be a certain amount of knowledge in creating legal documents such as contracts, because without that knowledge, almost all formal agreements cannot be made. One also needs to have an extensive knowledge of social media and its influencers. A valuable personal interest would be to be willing to go in front of a camera and do live interviews in front of an online audience which requires a lot of courage.
- **What did you learn?**
We learned the importance of a well working team and its structure and proper division of work. We also learned how to create contracts for cooperation and how to create professional marketing tactics and materials. We learned how to approach online influencers and how to create and hold interviews in front of a live audience. But the most important skill that we acquired is how to deal with stress of things not going according to plan in the last second.
- **What was the biggest challenge?**
The biggest challenge was to adapt the concept of Insta Day into a completely online event due to the COVID-19. The second biggest challenge was fixing and dealing with problems that come with working with a large amount of individual parties that all need to be coordinated to secure an optimally entertaining event for our audience.