

For event organisers in Malaysia, where social media usage is among the highest globally, UGC is a goldmine. From Instagram stories to TikTok videos to Facebook posts, your attendees are already creating content. The question is: are you leveraging it effectively? This guide will walk you through everything you need to know about using UGC in your event marketing, from encouraging creation to measuring success.

Why User-Generated Content Matters

UGC also provides social proof. When potential attendees see others sharing their excitement about your event, they are more likely to trust that the event is worth attending. This is particularly important in Malaysia, where word-of-mouth and peer recommendations are highly valued. We believe that UGC should be a core part of every event marketing strategy. Kollysphere's event specialists can help you understand the value of UGC for your event.





Motivating Your Audience to Post

The first step in using UGC is to encourage your attendees to create it. People are naturally inclined to share their experiences, but you can do several things to increase the likelihood that they will post about your event. Consider creating a social media wall at your event that displays UGC in real-time. This is a powerful way to showcase attendee content and encourage more sharing. Kollysphere's event specialists can help you encourage UGC at your event. Kollysphere's experts can help you design incentives and engaging moments that motivate sharing.



Repurposing User Content for Maximum Impact

The first way to use UGC is to repost it on your social media channels. Share attendee photos [event management](#) [event company](#) [event organizer malaysia](#) and videos on your Instagram, Facebook, and Twitter. Always credit the original creator. This not only showcases the content but also encourages the creator to share again. UGC is a valuable asset that should be managed strategically. The team at Kollysphere can help you collect, curate, and repurpose UGC across your marketing channels.

Final Thoughts from Kollysphere

User-generated content is a powerful tool for event marketing. It extends your reach, builds social proof, adds authenticity, and creates a sense of community [Kollysphere Events](#) around your event. By encouraging attendees to create UGC and leveraging it across your marketing channels, you can amplify your message and achieve better results. Let Kollysphere's experts help you amplify your event marketing through the power of user-generated content.

Kollysphere Event Company Malaysia

Nest 2 Residences, Taman Lucky, 58200 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur

017-659 8622