



MFC-EMN
ANNUAL CONFERENCE
Bilbao, 3rd - 5th October 2018



PEOPLE AND THE DIGITAL REVOLUTION:
Advancing our social mission through technology

[#microfinanceAC2018](https://twitter.com/microfinanceAC2018)

MFC-EMN Annual Conference 2018 Hashtag using report

The [Microfinance Centre](#) (MFC) and the [European Microfinance Network](#) (EMN) organised their joint Annual Conference, from 3-5 October 2018 in Bilbao, Spain. Focused on the implications of the digital revolution on financial and social inclusion, the event gathered about 650 participants – including representatives from microfinance institutions, European institutions, investors, NGOs and fintech experts – from 44 countries (East and West Europe, Central Asia, the Caucasus and beyond).

An official conference hashtag ([#microfinanceAC2018](#)) was created for the occasion to centralise all activity online in one easy-to-follow location and so that the sector could be involved both in the run up to and during the conference. The hashtag was actively promoted on social media several months before the conference, but the highest peak of hashtag usage was captured during the conference period so this report will analyse the period 01-10 October 2018.

Real-time Tracker: [#microfinanceAC2018](#)

During the analysed period there was a huge use of hashtag. The hashtag was mentioned in 456 posts posted by 140 different users. These posts engaged a further 286 another people, reached more than 100,000 unique users and amounted to more than 100,000 impressions.

 456
POSTS

 140
USERS

 286
ENGAGEMENT

 100,000+
REACH

 100,000+
IMPRESSIONS

The volume of posts by day shows that the highest peak was, unsurprisingly, captured on the official conference days 4th and 5th October. This was followed by the 6th October during the follow up post-conference events.

Location

The MFC-EMN Annual Conference is an international event influencing the financial inclusion industry in the whole world. The official conference hashtag was mentioned by users from various different countries.



Top tweets



Peru Sasia - Febes
Las necesidades específicas de quienes requieren microcrédito

Fiare Banca Etica
@fiareBE

Del 3 al 5 de octubre, Bilbao acoge el Encuentro anual de la Red Europea de Microfinanzas y el Centro de Microfinanzas, que en esta edición se centra en la revolución digital y la inclusión social. @perusasia @bancaetica #MicrofinanceAC2018...

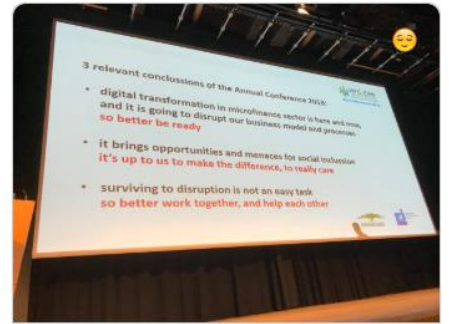
6:06 AM — Oct 3, 2018



Fiare Banca Etica
@fiareBE

Seguimos participando en el Encuentro anual de la Red Europea de Microfinanzas y el Centro de Microfinanzas. Gabriel Giuglietti de @bancaetica participa en la sesión plenaria de hoy "Investor's plenary on social investment". #MicrofinanceAC2018...

4:18 AM — Oct 5, 2018



Paul Kalinauckas
@Paul_BCRS

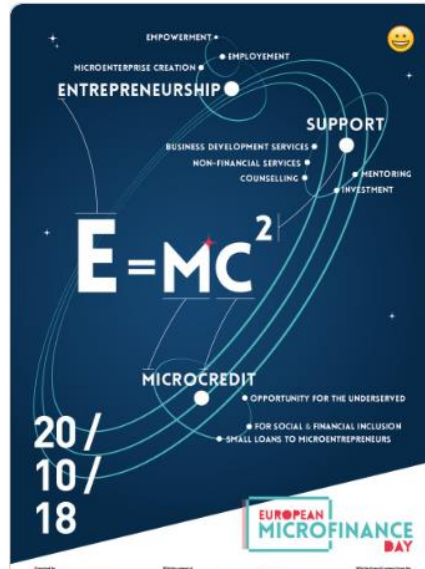
Conference conclusions create an exciting opportunity for @B_C_R_S to deliver access to finance to smaller businesses underserved by other lenders #microfinanceAC2018 <https://t.co/OQ15oX8fGv>

7:30 AM — Oct 5, 2018



Elwin Groenevelt
@egroenevelt

The Microfinance conference of the year started in Bilbao! The two Microfinance Networks in Europe joined forces and organized this event! Opening by Mr Unai Rementeria, President of provincial council of Biscay #microfinanceAC2018 @EMNMicrofinance...



European Microfinance Network (EMN)
@EMNMicrofinance

📅 #October2018 is the month for the European #microfinance sector! ✅ In 2 days EMN & @MFC_Network organise our Annual Conference #microfinanceAC2018 ✅ In 1 week we start the campaign for the 4th European Microfinance Day! 🎉 #emc2...

4:41 AM — Oct 1, 2018



Microfinance Centre
@MFC_Network

Matthieu Barrier, @Adieorg is sharing experience how to create a integrated client experience: "You need to transform to an agile organization which requires to create a new culture in MFI..." on the workshop "Technological Innovation for..."

6:00 AM — Oct 5, 2018



Andrea Limone
@Limone_PerMicro

Ladies and gentlemen, welcome to MFC-EMN conference! From all around Europe, we reached #bilbao to speak deeply - today - about microfinance. To do better microfinance, from tomorrow onwards! Europe Europe Europe... don't get tired of saying ...

5:56 AM — Oct 4, 2018



PerMicro
@PerMicro_

Day #2: plenary on #SocialInvestment at #microfinanceAC2018. What are the hot topics for #investors? How did the #investment volumes change? <https://t.co/MxT1sv25Z>

4:14 AM — Oct 5, 2018



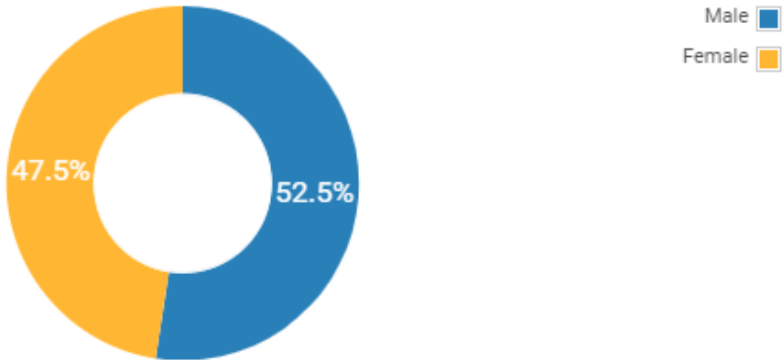
EU Social eu
@EU_Social

We're at the joint @MFC_Network and @EMNMicrofinance Annual Conference 2018 that is taking place in Bilbao! Learn more about the 6 EaSI Technical Assistance workshops that we are organising → <https://t.co/nRmAR8BlbK> #microfinanceAC2018...

4:44 AM — Oct 5, 2018

Demographics

Gender split between active twitter users who mentioned the MFC-EMN Annual Conference is almost half.



Visit the conference website to discover the workshop presentations, pictures and much more:
<https://mfc-emn-conference2018.com>