

Freeman<sup>1</sup>

# Defining the experiential advantage

The audience expectations and technology event marketers need to know

To engage today's audiences, create moments that make them feel like the main character of their story — and an integral part of the community.

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# Solo is a no-go

## Audiences want something more than a one-time, immersive experience



Vision is the difference that turns yesterday's stand-alone immersive experiences into what audiences need and expect today: experiential marketing that truly elevates your brand while creating a community of loyal followers.

How?

Plan your tech (your event format and content delivery) around your strategy, storyline, and goals — not the other way around.

***“Marketers should create a seamless, pain-free, integrated user experience that is memorable and replicable, instead of patching things together for each event.”***

**Mike Moreno, VP, Digital Experience**

# Setting an experiential example

Brands are going beyond audience expectations and creating loyal followers





Develop content, storyline, and delivery to work together and make sure it's tailored to your audience.

If you're offering event content online, how well does your live event translate to virtual audiences?

**LBX:** This two-part AR experience allowed guests to explore the manufacturer's new, life-sized excavator via hand-held tablet and use a "configurator" to design their own excavator, which was printed on a t-shirt in real time.

## Personalization and autonomy are key.

Attendees want to feel swept up into their own hero moment, but on their terms and personal comfort levels.



**Nespresso:** A customizable flavor profile and survey let guests create their own taste: designed to work in person and online, the experience provided ongoing interaction post-event.

## Think about the queue.

Curate the best experience for your audience and be mindful of things that can kill the moment ... like lines. Hire engaging hosts and surprise-and-delight activities to entertain while attendees wait.



**NCAA:** Consistent engagement includes a newsletter, virtual shows, and value-added content via the major social media platforms.



**VidCon:** Engages its fanatic audience with consistent touchpoints, including a newsletter, virtual shows, and value-added content.

## Build an audience community “home.”

Drive engagement between events through value-added content and interaction on platforms such as the event app, dedicated forums, social, and more. Ongoing updates, insights, and conversation starters keep people connected to your brand.

# Experiential IQ: Using multiple formats and AI

*“High-touch, shared experiences are making way for touch-less and gesture interfaces, QR codes, and WebAR, which let guests use their own devices to explore your brand.”*

*John Fox, SVP, Digital Creative*

Offering an omnichannel experience across digital, in-person, and hybrid gives everybody a chance to choose their own adventure and feel comfortable moving between formats as needed.



**Augmented reality** lets audiences see a scalable digital twin of your project or product from their own device, whether at the event or participating virtually.

Are your offerings too big, too small, or otherwise impractical to show easily in person? Or do you want people to be able to see your booth, no matter where they are? Augmented reality is an interesting option to consider — and can work in any event setting.

**Mercedes-Benz:** Gesture-based motion capture created a touch-less — but fully interactive — experience for visitors.



**Ready to deliver  
experiential moments  
that matter?**

Get into it

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