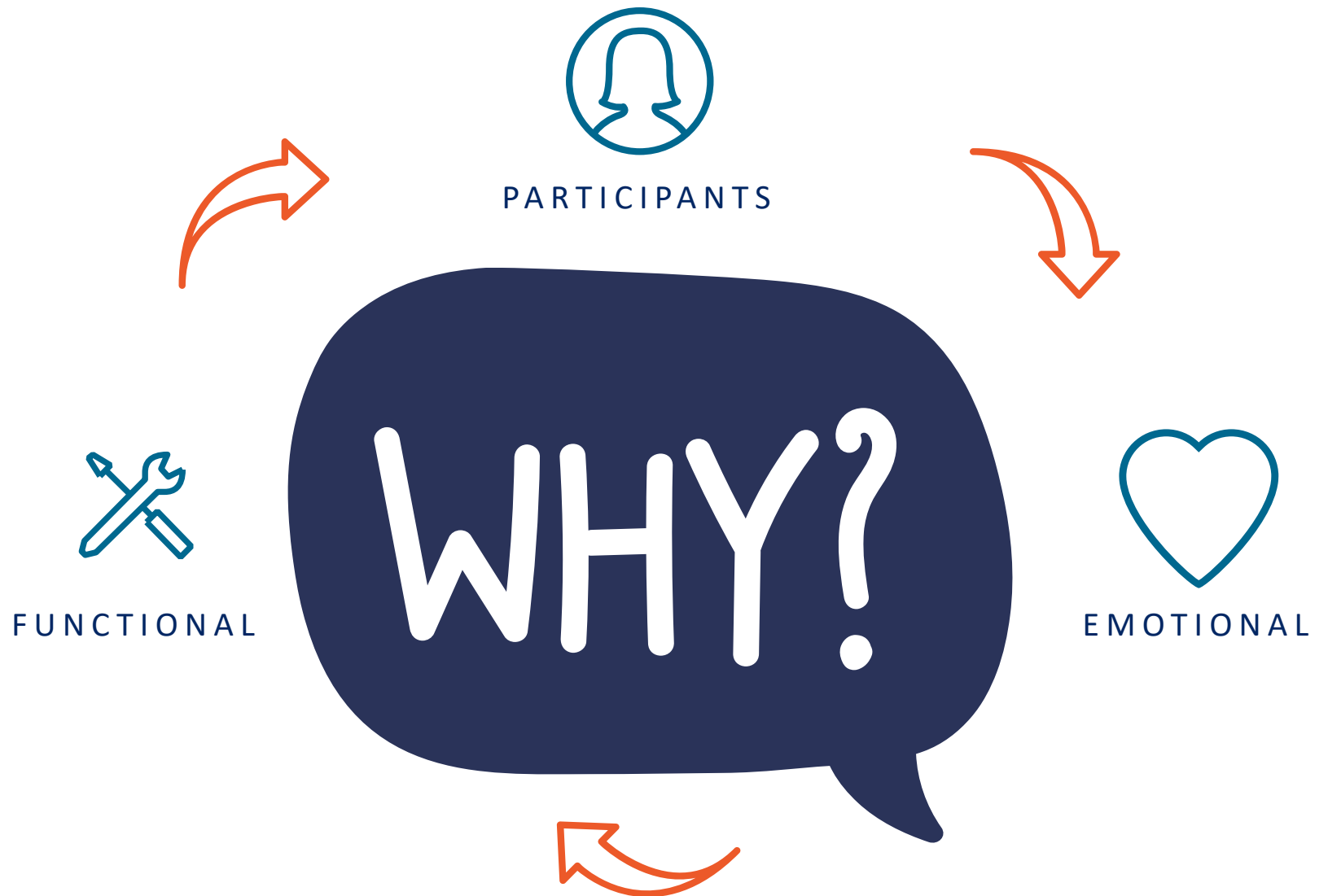




MEETINGS & EVENTS

# FOCUS ON THE “WHY”: How Branding Principles Can Guide Your Event Design

# EVENTS ARE MORE THAN LOGISTICS



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FREE THE “WHAT  
IF” AND UNLEASH  
HE ORIGINALITY  
IN EVERY CHILD

---



## WHAT IS A WHY?

The Brand Promise

The Brand Mantra

The “one thing” .....

---

FULFILL THE  
PERSONAL DREAMS  
OF FREEDOM FOR  
THEIR RIDERS

---



# IDENTIFY YOUR EVENT ESSENCE

## STEP Nº 1

Identify Outcomes



## STEP Nº 2

Get to know your  
participants



## STEP Nº 3

Choose functional  
attributes



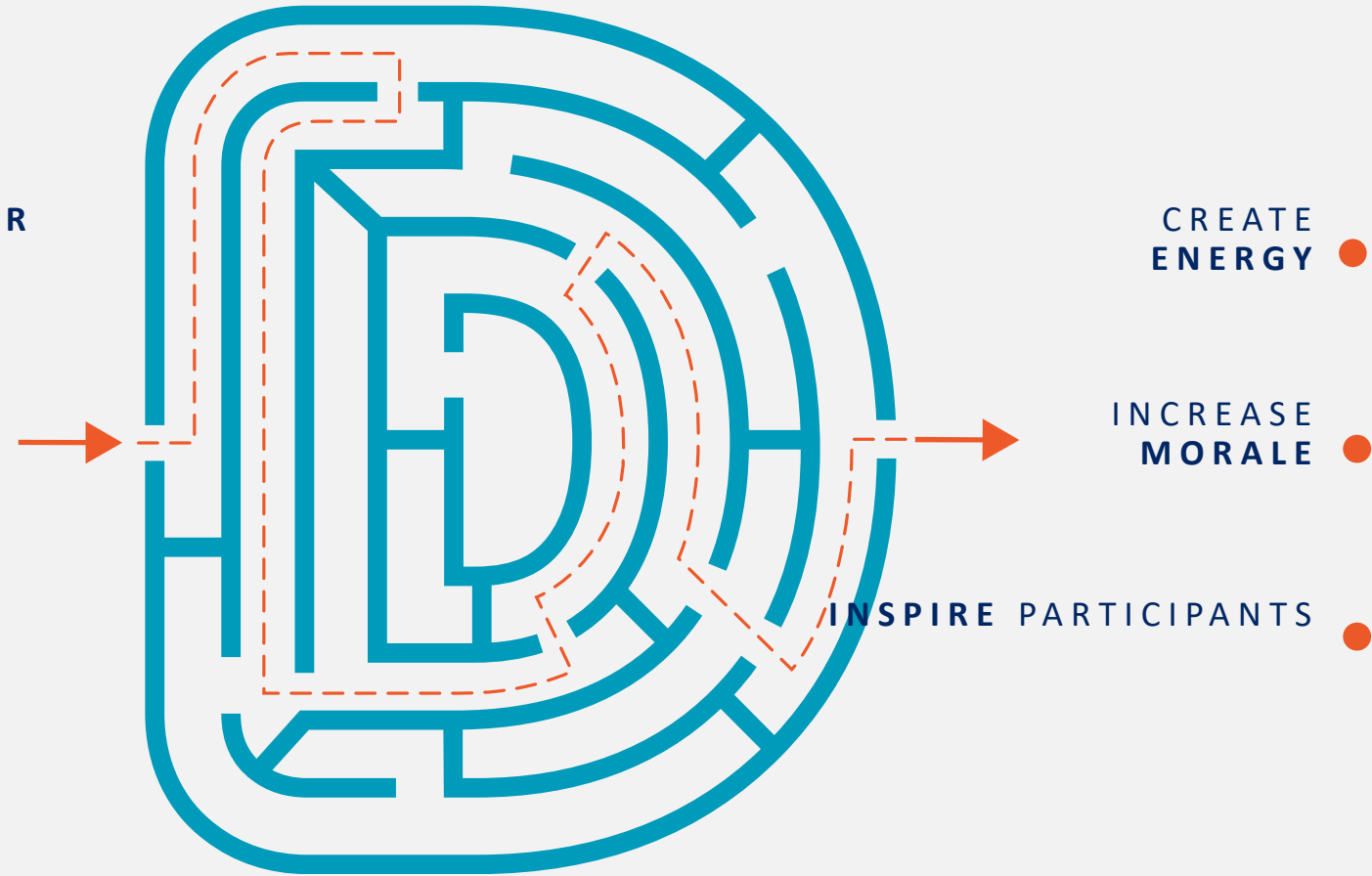


# WHY ARE YOU HAVING THIS EVENT?

Consider Measurable and Intangible Goals

- BUILD CUSTOMER LOYALTY
- IMPROVE NEW PRODUCT KNOWLEDGE
- INCREASE SALES BY 20%

## DESIRE OUTCOMES



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# WHO ARE YOUR PARTICIPANTS

How Do You Ensure The Events You Create **Have An Impact On The People That Attend?**

**What** Motivates Attendees?

Makes Them **Engage? Disengage?**

THE BRAND

FANATIC THE INSPIRATION SEEKER

THE KNOWLEDGE SEEKER

THE TECH SAVVY  
NETWORKER

THE RELUCTANT  
ATTENDEE

THE SOCIAL BUTTERFLY



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## WHY DO THEY ATTEND?

To experience and enjoy the culture with other brand fanatics

### PROFILE SNAPSHOT

Dedicated follower

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Brand loyal

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Looks for “the inside scoop”

---

Craves the WOW factor

---

Enjoys high-level events

---

Wants experience consistent with brand

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Likely social media savvy



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## WHY DO THEY ATTEND?

To find personal inspiration and engage in transformational experiences

### PROFILE SNAPSHOT

Looks for meaning and purpose

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Values emotional connections

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Prefers experiences vs lectures

---

Creative, vibrant

---

Possesses high expectations

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## WHY DO THEY ATTEND?

To take advantage of engaging learning experiences

### PROFILE SNAPSHOT

Looks for opportunities to learn to better their career

---

Seeks to gain industry knowledge

---

Makes attendance decision based on agenda and speakers

---

Bases their experience rating on session content

# WHY DO THEY ATTEND?

To build their contact list



## PROFILE SNAPSHOT

Plugged-in professional

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Values personal relationships

---

Sets event goals

---

Always “ON” multitasker

---

Seeks meaningful connections

---

Looks for opportunities to have productive conversations

---

Continues conversations beyond event via multiple platforms



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# WHY DO THEY ATTEND?

To meet their obligation



## PROFILE SNAPSHOT

Likely an introvert

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May be overwhelmed by the experience

---

Not a small talker

---

Uncomfortable socializing with new people

---

Feels obligated to attend



## WHY DO THEY ATTEND?

To make key industry connections,  
see and be seen, meet and greet

### PROFILE SNAPSHOT

Looks forward to meeting new people

---

Loves to socialize with colleagues and friends

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Enthusiastic, high energy

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Eager to meet, greet, engage and learn

---

Prefers casual social interaction

---

Spreads the word via social media



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# DESIGN RECOMMENDATIONS



## THE KNOWLEDGE SEEKER

- Pre-event surveys to tailor content
- Out-of-the-box learning environments and creative meetings space set-ups



## THE TECH-SAVVY NETWORKER

- Speed networking events
- Mobile app to connect and find contacts



## THE INSPIRATION SEEKER

- Highly motivational content and powerful keynote speakers
- Immersive experiences with local culture



## THE SOCIAL BUTTERFLY

- Opportunities to be social leaders
- Interaction opportunities throughout the event



## THE RELUCTANT ATTENDEE

- Ability to control their experience with breakout session choices
- Opportunities for attendees to get to know each other early



## THE BRAND FANATIC

- User group panels to share ideas
- Access to key representatives and brand-centric experiences

# HOW DO YOU WANT PARTICIPANTS TO FEEL?

## MOOD BOARDS

Highly Visual

Images that represent the style and vibe you want for your event

## ATTENDEE

Put yourself in their shoes

The Knowledge Seeker, The Tech-Savvy Networker, The Inspiration Seeker,, etc.

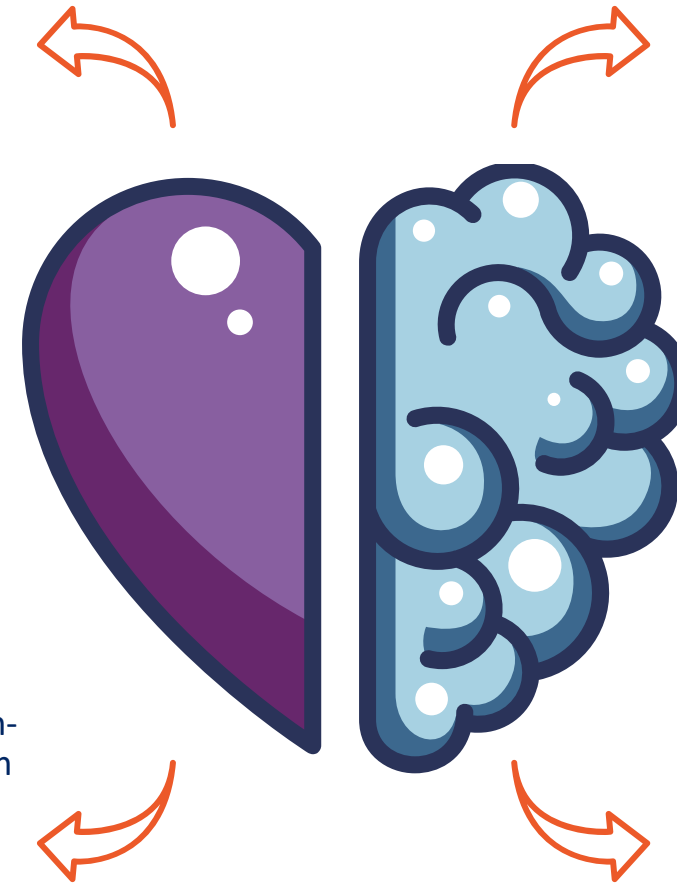
## WORD SHEETS

Gain consensus on how you want attendees to feel

Use emotive words like curious, powerful, thankful, trusted, etc

## PRE-EVENT SURVEY

Ask preferences to personalize the experience





# WHAT WILL BRING THE EXPERIENCE TO LIFE?



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