



**TAKEAWAYS FROM BIZBASH
CONNECT MARKETPLACE**

7 Fundamental Elements to Create & Engage Your Brand Community

Brand & event marketers, your audiences are craving connection to overcome the experience deficit of the past few years—and they're looking to your brand to foster it. How? Through high impact, engaging events & brand experiences that go "beyond the room," fostering long-lasting brand communities.

Move beyond networking to active audience relationships that give value to your brand & your stakeholders. Use these seven insights to transform your next brand experience & forever bond your brand to your customer.



The Four Phases of Community

Connection & community are critical to our ability to thrive. That drive to connect lies at the very heart of our human condition.

Events & experiences are powerful opportunities for your brand to develop these connections with your key customers & stakeholders. Connections so impactful that they continue to grow & strengthen long after your brand experience, activation, meeting or event ends—far beyond the room.

People attend events, but they join communities. Don't just engage your audience within the walls of your experience—stay in their minds & hearts even after they go back to their day-to-day routines.

Here's how you can design experiences for brand community:

PHASE 1

Community Mapping: In the Room

Think about what makes your audience think, interact, share & care. Then, map out your experience's objectives & connection points. Where will your breakout sessions be—and what format should they take? How will you thoughtfully integrate food & beverage? Where can you place areas for attendee engagement—and where can they decompress? What does your event's attendee journey look like across your physical and/or digital space(s)?

PHASE 2

Community Building: In the Room & Beyond Networking

Plans turn into action as you execute the attendee journey you mapped out. What speakers & moderators make your programming come alive? Which designs most dynamically get across your messaging & spark conversation? What catering choices provide additional opportunities to connect? When rubber meets the road, what's your run of show?

PHASE 3

Community Activation: Beyond the Room

How are you facilitating ongoing engagement with your audience after your event or experience? How can you personalize touchpoints to make your customers feel included? What tech & platforms will you use to keep conversations going? Are there partnership opportunities that can keep your brand community coming back for more? What feedback can you integrate now & at your next event?

PHASE 4

Community Dividends: Creating New Rooms & Beyond

This is where you measure & show the value of your events, experiences & brand community. Did you meet your goals & KPIs? What was the "return on" of your event—for you & for your stakeholders? How did your event move the needle for your brand & strengthen relationships with your most important audiences?

7 Fundamental Elements of Brand Community Engagement

Get started on the four phases of community & design your next brand experience for high-impact connection by embracing these fundamental elements:

1

Purposeful & Participant-centric Planning & Preparation.

From your event design & organization to the convening of your process, make sure that each step of your planning is focused on your stakeholders. Everything you plan should meet audience needs & serve a clear purpose.

2

Inclusion & Demographic Diversity.

Equitably incorporate diverse people, voices, ideas & information into your experience design. Consider this when selecting on-stage speakers, special guests, entertainment, sponsors, vendors & suppliers.

3

Collaboration & Shared Purpose.

Design & activate experiences that support & encourage participants to work together to advance a common goal, such as a themed hack-a-thon or group challenges & scenario workshops where attendees can collaborate.

4

Openness & Learning.

Help your audiences listen to each other, explore new ideas & learn. Encourage them to let go of preconceived answers & apply information in new ways. Help them evaluate the effectiveness of your brand community's activities.

5

Transparency & Trust.

Clearly & openly communicate your brand community's process so your customers & stakeholders can actively participate—and keep community conversations confidential. Provide meeting notes or takeaways, so your community can act on what they've discussed.

6

Impact & Action.

Strive to make each participation mean something & make sure your brand community realizes the potential each effort holds. Those gains could be for themselves, their organizations, their local communities, or the entire industry.

7

Sustained Engagement & Participatory Culture.

Encourage & drive ongoing engagement that leads to active participation through joint enterprise-based programs. The members of your community should have a mission & continually work to accomplish it.



The global brand experience agency for the **NEW NOW**TM

You're ready to put on an out-of-this-world event & wow attendees with a powerful, memorable experience. But why stop there? Your event & experience investment can continue to generate brand value—and increase customer loyalty—when you **think beyond the room.**

That's why we create experiences using our **CCXD**TM (Community-Centered Experience Design) & measure dividends of the experience & connections sparked through **T·RO**TM (Total Return On).

Ready for an experience that bonds brand & customer?

LET'S GET STARTED