

A woman with dark hair tied back, wearing a blue and white striped t-shirt, is laughing heartily. She is sitting outdoors, and other people are blurred in the background. The image is framed by a large, semi-transparent white circle.

TAKEAWAYS FROM #EMS23

Beyond the Room: The Four Phases of Community

Consumers now expect brands to foster the kind of connection & conversation that they've been craving—connections that turn into thriving brand communities.

We can help take you **THERE!**

Put insights shared at Experiential Marketing Summit into action with these takeaways & ideas.

Key Takeaways:



- Connection & community aren't buzzwords. They're critical to our wellbeing & our ability to thrive.
- At the heart of the human condition is a desire & drive to connect—to each other, ideas & inspiration.
- The past few years have left us with a collective experience deficit. How can we pay it back? By intentionally establish community.
- Events are powerful opportunities to develop connections that last far beyond when an event, meeting or experience ends—when people go back to their day-to-day routines.
- People attend events, but they join communities.

So...how can you create community beyond the room?

PHASE 1

Community Mapping: In the Room

Experience design can't force people to connect, but it can set the stage for chance encounters & social interactions, nurturing community building.

Ideas:

- Offer a variety of seating options & layouts.
- Intentionally schedule time for interaction & for attendees to process what they've learned.
- Design secluded areas for people to gather away from the crowds.
- Make it easy to meet attendees when completing rote activities (eating a snack, charging your laptop).
- Build ways for virtual & in-person attendees to connect, share inspiration & further connect.

Key Takeaways:

PHASE 2

Community Building: In the Room & Beyond Networking

As a community designer, intentionally design interactions & experiences that move past “hellos” & handshakes.

Ideas:

- Move past personas to create attendee empathy profiles & design based on what makes attendees care, share & move.
- Offer tailored & personalized connections through matchmaking.
- Create opt-in groups that can help people find belonging through interest, role or business challenge.
- Offer several ways to actively participate (small-group discussions, hands-on exercises, field trips, brainstorming or whiteboarding sessions).
- Book selective sponsors that resonate with your event’s personality & audience’s preferences—and match specific needs to solutions.

PHASE 3

Community Activation: Beyond the Room

This is when your spatial & interaction design begin to form community from the connections you’ve sparked. To ensure your community thrives & has maximum “stickiness” for its members, remember these requirements:

- **Joint Enterprise:** Members have a mission & work to accomplish that mission or common concern on an ongoing basis.
- **Mutual Engagement:** Members work together to change, innovate, iterate or collaborate.
- **Shared Repertoire:** Members have common methods, tools, techniques, language, experiences, stories and/or behaviors.

PHASE 4

Community Dividends: Creating New Rooms & Beyond

Establishing communities gives value to its members and the brands that build them.

Community members receive:

- Skill development
- Additional knowledge
- Collaboration practice & skills
- Increased wellbeing
- Deeper relationships with other members and your brand

Brands also receive:

- Increased marketshare
- Continued brand engagement
- Competitive advantage
- Ongoing customer insights
- ROI



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 to supercharge your experience?

LET'S GET STARTED