# How You Can Powerfully Engage Your B2B Stakeholders Like Adobe MAX
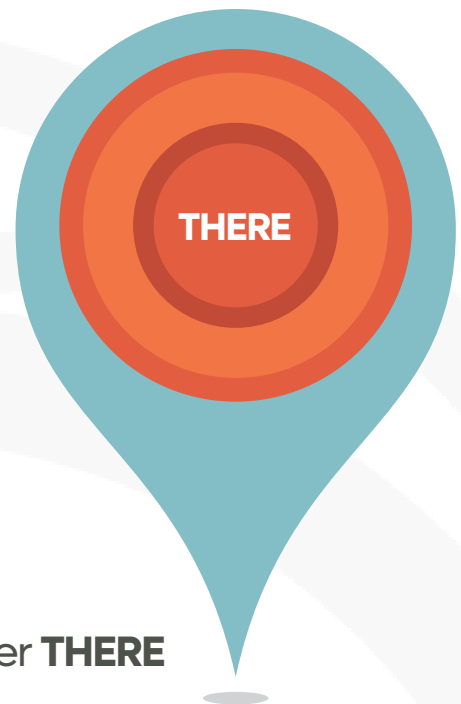
**Insights from "Beyond the Room:** The Four Phases of Community"

**THERE**

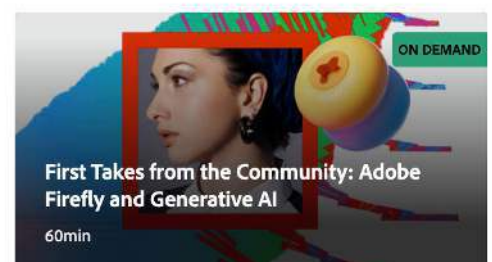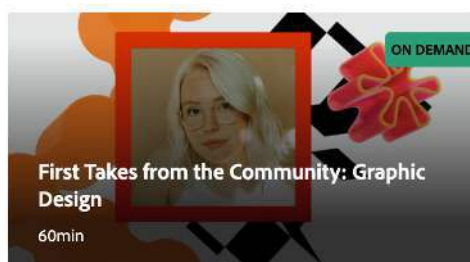Meet your customer **THERE**

## Adobe MAX: The "Mecca for Creatives, by Creatives"

The world's largest creativity conference boasts thousands of in-person attendees, millions of virtual audiences and an impressive speaker lineup (including actors, artists & creative directors such as Adam Devine, Oak Felder, Aaron Draplin & Karen X Cheng). But the real star of Adobe MAX is the creative community that Adobe has fostered. The brand uses insights & interactions from the MAX community to craft a three-day event with engaging sessions, interactive activities & tons of connection points that strengthen the brand's relationships with their customers. Because of the community-informed event design, MAX attendees learn & develop the skills they need to tackle the most pressing issues in their respective fields. Of last year's attendees, 97% learned new skills, techniques & tools; 96% were inspired to create; and 92% better understood Adobe's products & services.

In the words of a past attendee: "The community at the event was so friendly and welcoming—I really felt like I belonged there. Adobe MAX is truly a mecca for creatives, by creatives." Mic drop.

Adobe carefully crafted its event design to support, highlight & engage with its brand advocates, cultivating its MAX community. Along with its more than 200 sessions, in-person attendees visited Adobe's "Creative Park," where Community Experts collaborated with them across four areas focused on creative needs: 3D, Video, Photography & Graphic Design. A Creative Conversations Theater gave a literal stage to creatives to showcase takeaways & creations. Virtual attendees checked out more than 50 online sessions & livestreams, a community gallery, forums & social media feeds to "connect with other creatives for support & inspiration." Community is so integral to Adobe MAX that it has its own tab in the event's website menu.

**MAX**

ON DEMAND

First Takes from the Community: Graphic Design
60min

ON DEMAND

First Takes from the Community: Adobe Firefly and Generative AI
60min

# Boost B2B Engagement by Cultivating Your Brand Community

Though 62% of B2B marketers say that events are becoming more important in their marketing mix—and 74% of event decision-makers say events are the best way to deepen customer & stakeholder relationships—nearly half of marketers say in-person attendance remains a challenge.

That's where your brand community can help.

Designing for connections that develop into brand community turns networking opportunities into dynamic & valuable relationships. It also helps boost engagement before, during & after your event or experience—in high-impact ways that strengthen the brand/stakeholder relationship. These bonds, when nurtured through meaningful community interactions throughout the year, build trust, brand loyalty & advocacy—leading to a higher customer lifetime value. B2B marketers know that stakeholder engagement is imperative. Building strong brand communities via engaging experience design that develops these bonds "beyond the room" of your event can help you more effectively deliver on this brand goal.
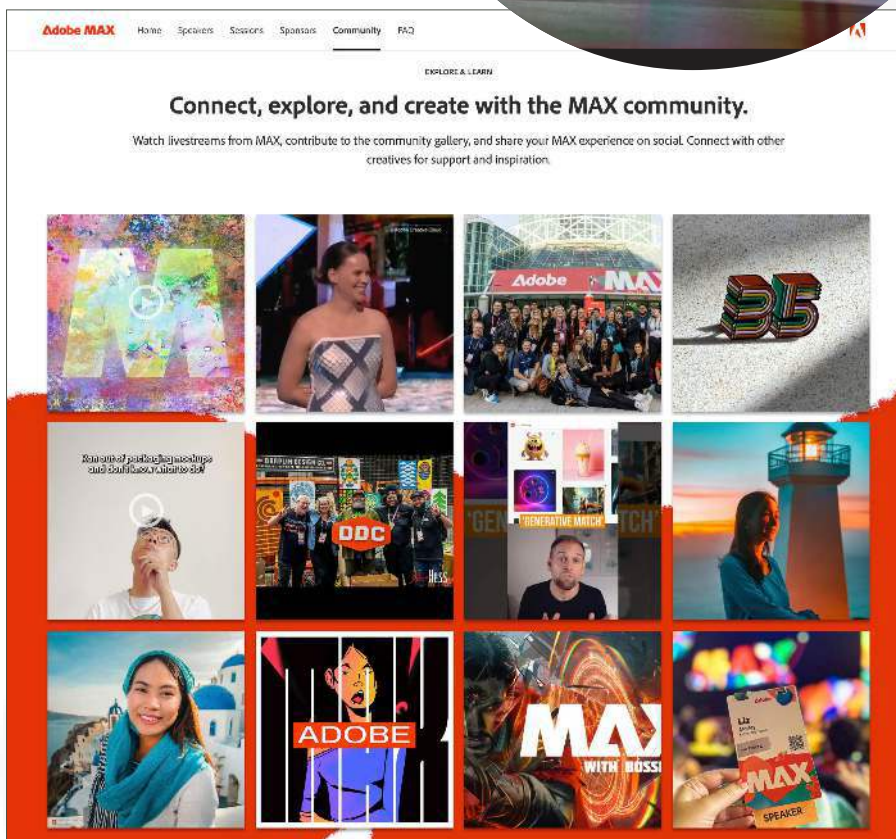
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