

Core Four in Action: How to Apply ARL™ to Meet Your Audience **THERE**

To break through with events & experiences in the **NEW NOW™** requires event professionals to go beyond IRL or URL. Consumers now consider both—and the spaces in between.

If your event historically took place in-person, attendees now want the flexibility to join virtually or post-event, from wherever they are. If your event started out as a digital-only experience, attendees demand the option to experience it live & in-person as well as on screen.

Consider esports: The 2022 League of Legends championship fully sold out the Chase Center in San Francisco while millions around the world watched on Twitch and YouTube.

Today's event strategists & marketers must recognize that impactful experiences aren't just IRL or URL, but rather are ARL (All Real Life). Remote or together, now or later, live or live streamed—each is relevant & potentially appealing to your attendees.

Experiences for the NEW NOW meet people wherever they are, whenever they want to engage, and however they want to participate. And we can help!

#1 Meet people where THEY are.

Expand beyond just one place. Unique people living in an omnichannel world demand events and experiences that meet them in both the physical or digital places—anywhere they might be. Exist in the medium your attendees want you to be—don't herd them into another setting just because that's how you've always done it. Start by seeing where your customers spent their time in the past year and be open to creating your experience across a few channels or mediums.

Break the constraint of time. After devoting an incredible amount of time to create your experience, ensure it continues to pay dividends long after your event is complete through enticing on-demand or ongoing interactive experiences. Tomorrowland's

event organizers repackaged their 2022 festival into a mini-documentary featuring a DJ, chef, dancer and ambassador. After the festival ended, attendees reconnected to the experience, anticipated next year's bash & shared the memories they had participating in the experience.

Use tech to enhance experiences. We aren't limited to physical reality anymore, so harness event tech to meet your attendees on the newest frontier (& at their fingertips). Employ augmented reality (AR) to bring an in-person experience to life in a new way, offer digital collectibles to bolster brand connection, or give attendees the option to attend using a virtual reality (VR) setup they have at home—whether it's a headset or a desktop browser.

#2 Supplement your main event with smaller touchpoints.

Retire the one-size-fits-all approach. This type of event design no longer fits in a landscape of attendees with shifting needs, different priorities and many messages competing for their attention. Retire the "melting pot" mentality, where individuality can get lost in a coagulated sea of countless attendees being mashed together by event strategists & marketers. Instead, seize the opportunity to offer smaller, personalized touchpoints before & after your marquee event or experience.

Amp up excitement & anticipation before your event. Offer a box of themed snacks when attendees arrive at partner hotel(s). Provide access to a special experience with a "golden ticket," or more effectively gather pre-event data with a raffle for respondents to win an exclusive experience at your event. Create an animated "choose your own adventure" guide or map for attendees who download your event app.

Empower Attendees to Have Experiences When & Where THEY Are

Creating seamless events that spark authentic connections & community means empowering attendees with a range of engagement & participation options—and not dividing them by their chosen medium, channel or physical location.

Provide additional value & connection after your experience.

Offer artificial intelligence (AI) summarization of keynotes, panels, discussions & even attendee notes, via tools like Microsoft Teams & Google's Bard. Empower attendees to easily send follow-up conversations to people they connected with. Make a seamless bridge between your event app and LinkedIn, Facebook, Instagram, Twitter, email and other digital platforms. Partner with a sponsor to send attendees a surprise such as a snack or drink that reminds them of your event's theme, swag to remember the fun they had participating, or an extra experience to foster continuing connection & community.

#3 Use data to drive personalization.

Foster connection with tailored touchpoints. Match the speed with which your customer's needs & preferences are changing by homing in on which channels maximize attendee satisfaction & engagement. Don't "spray & pray." Instead, use previous experience data, pre-event surveys, and other industry insights to select the mediums that will effectively deliver your experience design. Choose the most effective 3-5 channels to authentically reach your audience.

Find new ways to gather data. New expectations from attendees mean discovering new ways to gather feedback, because nobody enjoys filling out the same old surveys. Incentivize & gamify to increase responses so you can gather data necessary to drive future design improvements. Offer a pre-event perk for next year's attendees upon post-event survey completion. Invite respondents to your brand's digital communities, such as a Facebook group, sub-Reddit or exclusive message board. Host an "ideation competition" that empowers event attendees to help plan future events & recognize their contributions.

Iterate based on current engagement & audience feedback.

THERE-ness™ understands that people have the power—and the increase of unique, tailored experiences can help you identify subtle shifts in attendee preferences for future experiences. Stay ahead of the curve by using emerging trends, industry insights & event tech to learn what types & formats of content your customers want to engage with, how they prefer to engage, and when they're most likely to do so. Apply that research to activities, speakers, networking & other experience design elements to boost connection & satisfaction, implementing changes as you evaluate.

Get more insights to meet your customers THERE.

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