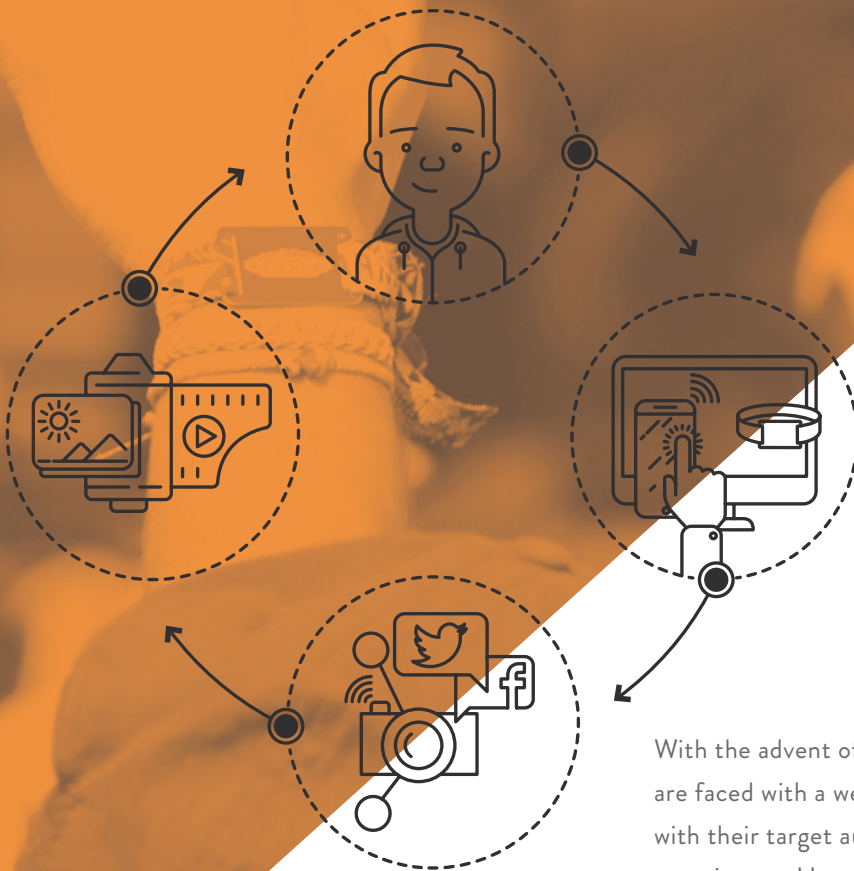


4 DIMENSIONS EXPERIENCE

of an event scenario



With the advent of connected events, event planners are faced with a wealth of new opportunities to interact with their target audiences and create unforgettable experiences. However, when creating an event scenario, it's important to remember that technology alone will not guarantee success. Regardless of the scenario, event planners must create a favourable context, with **four main facets**, to align the stars in their favour.

01

THE INDIVIDUAL

It's important to understand what defines each individual in order to create an experience that corresponds to his or her interests.

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Once your target audience's personas are honed out, you must then identify their needs and how to meet them. The reason? Your ultimate goal is to incite individuals—in this case event goers—to develop an emotional tie with an experience (ie., your event). Tracking technologies, such as RFID chips, beacons, loyalty cards and even mobile apps all power tools to heighten an event's experience: they not only help to create attendee profiles but also provide infinite and relevant data to better cater to participants' interests throughout your entire event:

- Demographic and professional profiles
- Geolocalization to map out event goers' event itinerary/ interests
- Tastes in music, food, etc.
- Food allergies and medical information
- Transportation needs
- Reaction on social media
- Real-time audience services
- Etc.

All of this information is essential to determine which devices or platforms will enable you to easily engage with participants and trigger both reactions and feedback. For example, let's say an incident occurs during your event whereby a participant all of a sudden feels ill and passes out. It's at times like these that the benefits of connected technologies truly come into play. People near the participant can simply scan her bracelet to get all of her medical information and take immediate action.

While RFID offers great opportunities from both a marketing and social standpoint, it can also help to save lives.



02

TECHNOLOGY

Oscillating between audiences and their profiles is the technology that enables event planners to interact with event goers and create emotional connections. In order to glean as much data as possible, the use of technology must be completely transparent and seamlessly integrated in event goers' experiences so as not to be overly intrusive.

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The primary role technology plays in your event is to facilitate participants' overall experiences.

Whether it's an access control system at your event entrance to reduce wait times, cashless payments, real-time messaging or beacons that are used to drive traffic and engagement with the entertainment aspects of your event, digital technology remains at the heart of event goers' well-being. Here's another example of the power of connected technologies: let's say you are attending a concert and you leave the show for just a few minutes to refresh yourself. On the way back, you forget where your seat is. All you have to do is scan your RFID bracelet at a nearby terminal and you'll automatically be guided back to your seat. What's more, you can use data in real time to feed devices and platforms with information as well as readjust your engagement tactics with event goers based on their feedback.

These are just a few use cases that demonstrate the potential that technology can have in creating better event experiences. It is also important to note that technology also greatly influences your event marketing's bottom line. However, your event's overall profitability stems from your ability to create key touch points with your audiences and involve them in your target audiences' overall experiences. Great examples of this are: Target Wonderland in New York or Osheaga Play's activation. On the other hand, if the technology you use is inappropriate or intrusive, you'll likely create the opposite effect. In sum, make sure you truly understand participants' expectations prior to your event.



03

EXPERIENCE

The third dimension, which is not part of your event's physical site or surroundings, is participants' true experience. Each detail that personalizes the experience for event goers is more likely to be shared on social media due to the fact that it's memorable and immersive. When you win over event goers, they can become very influential brand ambassadors.

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If you can start a dialogue with them from the get go, event goers will participate in creating a collective experience. Races that support causes, a concert with a world-renowned group, major events catering to the digital crowd are all amazing opportunities for any generation—Z, Y or even X—to share these moments with their networks. If truly engaged, event goers will do far more than “just” check into an event. They’ll share repeatedly. They’ll write longer posts filled with excitement. This is why posting live videos in real time is gaining in popularity.

According to Jérôme Mass, Marketing Director and Co-Founder of The Flash Pack: “more and more marketing managers are focusing their efforts in infusing action-packed posts on their social media networks: animated GIFs videos, 360-degree content, and much more are proving to be compelling playgrounds for experimentation.” Jérôme also predicts a growing demand for more precise data and advanced analytics on event goers’ experiences, particularly with respect to their social shares.

Osheaga, a tremendously successful Canadian event that attracts more than 7 million people on social media networks in just 3 days, is a boon for event sponsors.



The era of photo booths during which it took event goers a painful amount of time to enter their Facebook information is over. Facebook profiles are now already connected to their RFID bracelets. Now, all they have to do is scan their bracelets to automatically view their pictures on their Facebook timelines.



04

TIME

Today's busy lifestyles mean that people are inundated with information on a daily basis.

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That is when time, with respect to events, takes on an entirely new meaning. People enjoy reliving pleasant experiences over and over again. In fact, the human brain is made up of long-term semantic and episodic memory. Episodic memory includes all the personal experiences and events in one's life. Oftentimes, a situation that as triggered strong emotions is fixed in our long-term memory. By offering event goers a permanent place, associated with their profiles, to store all their memories regarding an event—not just a few pictures and videos—helps to keep the nostalgia alive. This can include social interactions, interests at the time and much more.

You may have already travelled back in time with Facebook's feature, called On This Day. Imagine coming home after 3 days at a festival. In your Inbox, you receive a summary of your entire experience, including your best pictures, artists that you listened to, friends that you spent time with, etc. It's almost like a souvenir album, created automatically in just a few minutes, that will be forever etched in your mind.

It stands to reason that not all events are conducive to systematically implementing the four facets to an event scenario.

In order to ensure the success of your event goers' overall experience, the key is to gather as much information you can on their behaviours, needs and expectations.





INNOVATION FIRST

With the grouping of web Olympians, RF engineers and brand strategists; Connect&Go has been actively involved in the Internet of Things connecting people, objects and experiences through its proprietary Access Control, Cashless Payment, Brand Activations, Content Sharing, Social Media and Store-of-the-Future systems. Sounds Intense? It's Digital for Real Life.

Contact us or visit our website to learn more about our technology solutions to enhance your event.

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