

That's Entertainment:

Captivating audiences through immersive storytelling.

➤ 5 ways branded events can enhance audience engagement

Freeman¹



IN-SEASON TOURNAMENT



Today, brands face extreme competition to capture and retain their audiences' attention no matter where the audience sits.

**It's time
to think
more like
entertainers
and less like
advertisers.**

By taking cues from Hollywood (aka the entertainment industry), branded events can deliver some of the most unique and powerful forms of entertainment anywhere. So what's the key to designing event moments worth remembering? **Igniting your attendees' imaginations.**





Here are some ideas for creating memorable moments (and content) that can inspire audiences during and after the event >

1

Map the content journey

As event planners, we're obsessed with the customer journey. And it's the same approach with content. Determine the right message for the right channel and in what format. This means making sure you've mapped the message to the moment while also considering the impact you hope to achieve. Another essential piece of this is creating a meaningful dialogue with the audience throughout the event experience — from pre-comms to post event.

2

Laser-focus your message and intent

Brands often fall into the trap of including too many "priorities" in their content. Real talk: No one likes to be sold to or given excessive detail when they're not asking. Too much info muddies the narrative and overwhelms audiences.

So what are your top takeaway messages? Is this the best medium to communicate your message? Are there extensions to other platforms that can be leveraged to extend the conversation? The more laser focused you can be with your message, tailored to a specific channel for a specific audience, the greater the impact.

3

Tell a theatrical story across the experience

Remember, the story you're telling is more than just the content. It's the size and scope of the room, the style and arrangement of the furniture, the audio that orchestrates every moment — from music during the keynote seating to the closing reception. It's also the way lighting drives energy at certain times, then creates mystery and intrigue in others. Enhance the overall story with creative extras that can help deliver a more engaging and relevant message.

4

Leverage emerging tech

Whether incorporating interactive technologies or immersing audiences in a kinetic lighting installation, multimedia content production offers a world of technology-enabled storytelling, show-stopping performances, and personalized conversations. There are limitless ways to elicit meaningful engagement with audiences using high-tech tools. The key is strategically integrating each element to ensure a cohesive message and audience experience.

5

Think like a world-builder

The key to creating a storied experience for audiences is through immersive world-building and experiential storytelling. The more immersive, the more engaging the experience and relationship between brand and customer can be.

Experiential storytelling is the culmination of:

- **Story + ideas** — sparks thought, attention, emotion
- **Scenography** — builds environments, worlds, playgrounds
- **Design** — creates impression, theater, allure
- **Technology** — inspires wonder, engagement, conversation
- **Interaction** — extends dialogue, discovery, engagement, generates social moments



With effective event storytelling, brands can deliver more compelling and entertaining narratives that **inspire wonder, spark thought, and hook into emotions for a more connected experience.**



Ready to captivate your attendees?

Tap our creative pros to build your event story and create live experiences audiences remember.

It's show time!

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