



PHARMACY MARKETING & SALES SUMMIT

Providence, RI

FROM CURB TO CARPET:

Achieve Effective Attendee Engagement

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Stephen has been generating unique design solutions across industries for more than two decades.

His work includes exhibits and experiential marketing as well as point-of-sale material, advertising programs, and consumer product packaging.

Stephen has won awards for graphic and exhibit design, and he has collaborated on innovative brand promotions for companies such as Biogen, Foundation Medicine, Disney, Eddie Bauer, IBM, Motorola, Jaguar/Land Rover, and Great American Country television network.

Stephen leads the Access design team in developing creative strategies for clients across multiple industries in B2B and B2C.

WHAT WILL BE COVERED

Develop your event strategy by defining your target audience and the actions you want them to experience

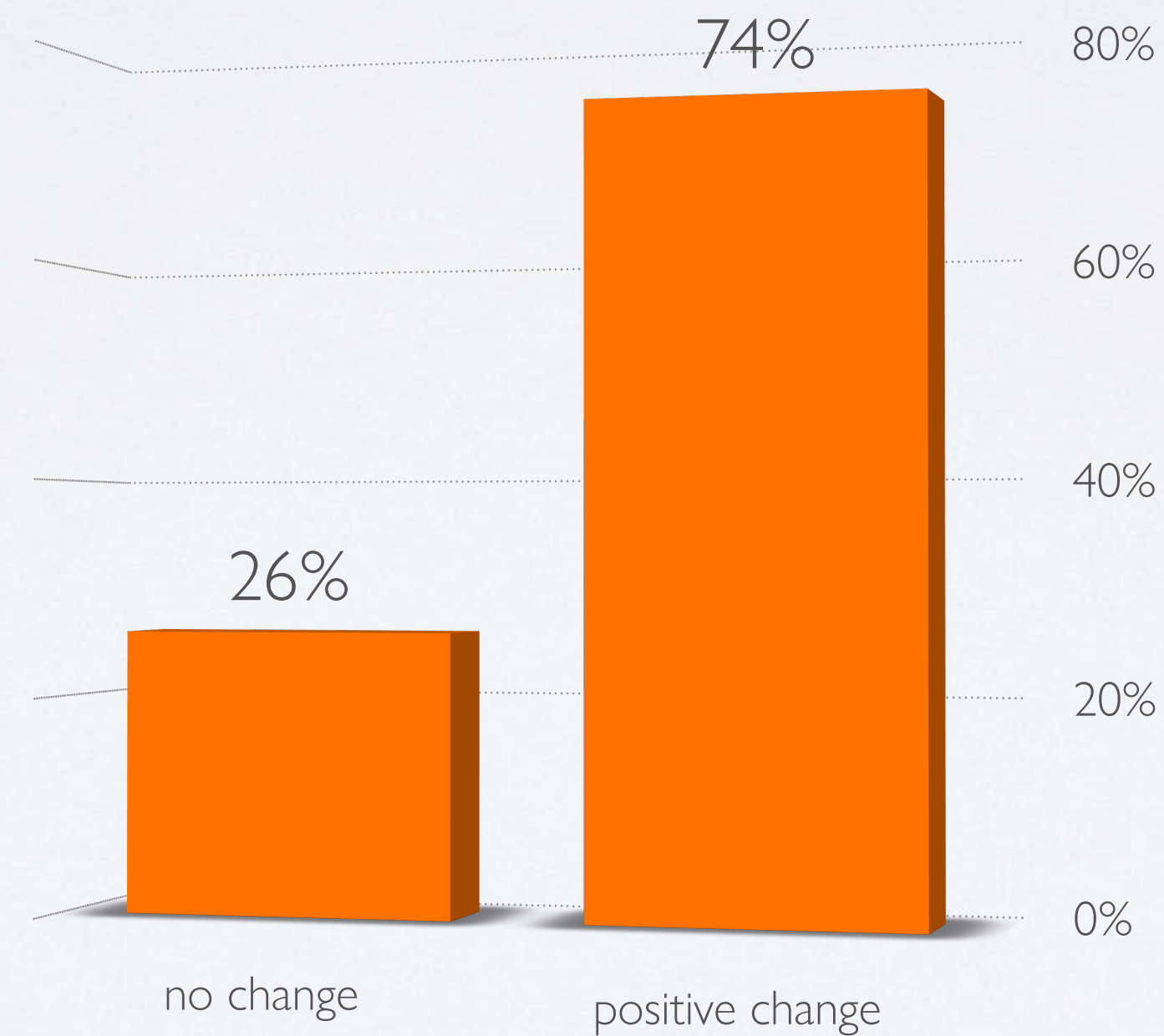
Create effective Pre-event tactics that build awareness and launch your engagement strategy in advance

Integrate scaleable tactics On-site to provide optimal brand experience

Follow up with relationship building Post-event interactions with qualified leads

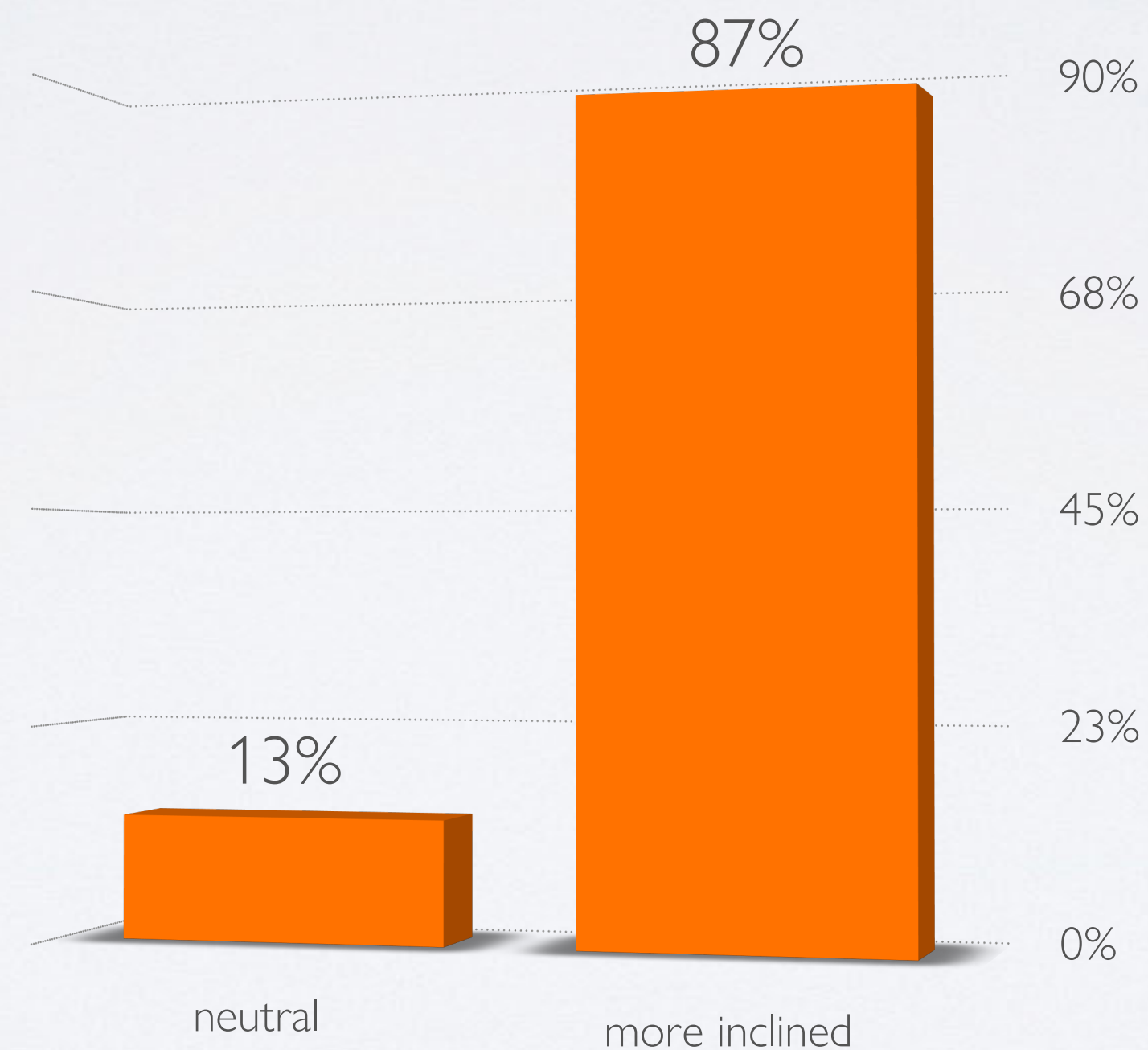
DO I NEED A LIVE BRAND EXPERIENCE?

74% of attendees feel more positive about a brand, or product following a live experience.



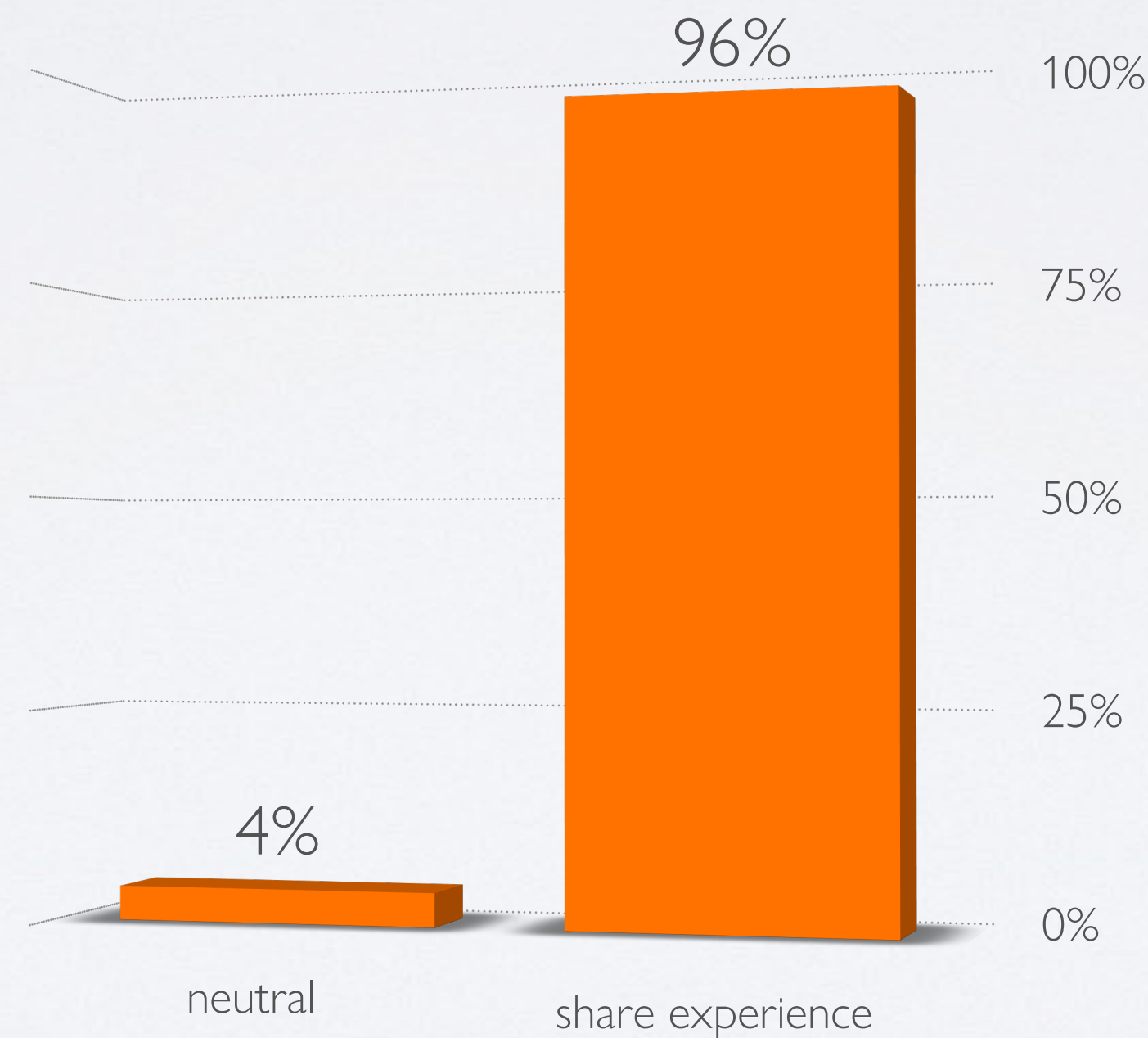
DO I NEED A LIVE BRAND EXPERIENCE?

95% of consumers who participate in a live event are more inclined to purchase the promoted product.



DO I NEED A LIVE BRAND EXPERIENCE?

96% of consumers exposed to a product or service share their positive brand experience, with others.





DEVELOP EFFECTIVE TACTICS

Define your goals and measurement

Who is your target audience?

How should you engage them?

Engineer their journey

Pre-event, On-site, and Post-event tactics

DEVELOP EFFECTIVE TACTICS

Define your goals:

In order to be successful you **MUST** define what your goals are, and at the end of every day **MEASURE** your effectiveness for that experience.

Adjust tactics if needed, and hit it again on day 2...3...

DEVELOP EFFECTIVE TACTICS

Define your goals by asking:

What are the event objectives?

How do they relate to our brand?

Who are we targeting?

What impact do we want to have?

How are we measuring success?

Write them down and bring them to every planning meeting!

● DEVELOP EFFECTIVE TACTICS

Who is your target audience?

Buyer Director Manager C-level

What influence do they have?

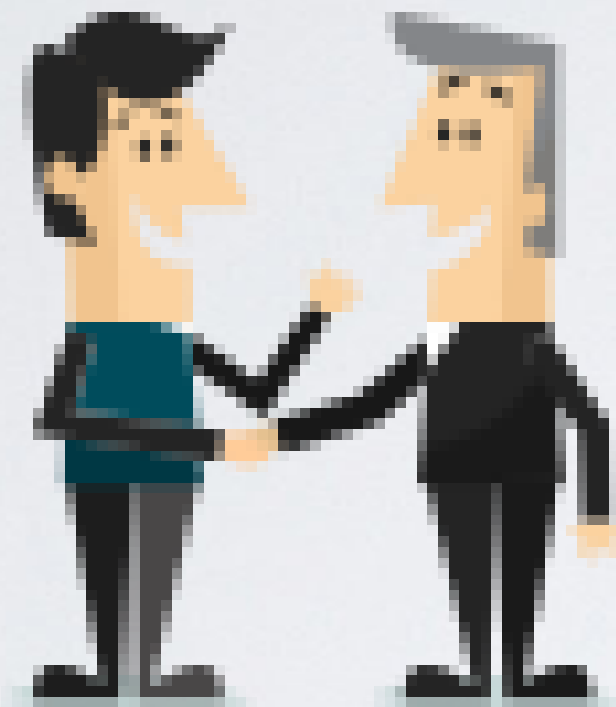
Fan User Decision maker

How well do you know them?



● DEVELOP EFFECTIVE TACTICS

How will you **engage** them on-site?



One : One



One : Few



One : Many



DEVELOP EFFECTIVE TACTICS

ENGINEER THEIR JOURNEY

Event Strategy...map it out!

Don't be afraid, it doesn't have to be complicated

Get everyone involved, YES everyone!

Identify the vinegar and the sugar

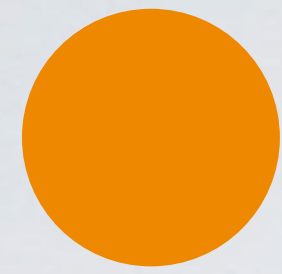


DEVELOP EFFECTIVE TACTICS

DEVELOP YOUR STRATEGY

A strategy framework will help you identify key information about your target audience, what their perception is of you, and how you may need to change or strengthen it.

This valuable information will help to define your **Pre**, **On**, and **Post**, event experience tactics.



DEVELOP EFFECTIVE TACTICS

DEFINE “YOUR” TARGET AUDIENCE

...look deeper than the registration list.

Are they predominantly male or female?

What is their age range?

(Much has been written about the different generations currently in the workplace; do you want your experience something that transcends generations?)

What do they know about “you”?

Do you need to change perceptions or strengthen beliefs?

What appeals to them? “the sugar”

What pushes them away? “the vinegar”



DEVELOP EFFECTIVE TACTICS

WHAT DO YOU WANT THEM TO KNOW?

How will you communicate that knowledge?

How will you show that you are listening to them?

How will you appeal to their senses?

Do you have something for them to touch?

Will there be an auditory component to your experience?

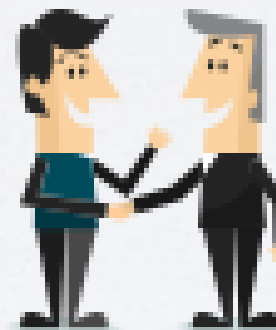
Create positive feelings to accompany knowledge

DEVELOP EFFECTIVE TACTICS

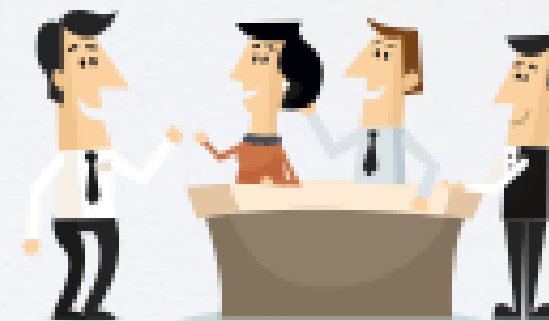
WHAT DO YOU WANT THEM TO DO?



Meet the SME (one : one)



Have a scheduled meeting (one : few)



Take part in a presentation (one : many)



LAUNCH YOUR STRATEGY

Once you have developed your event strategy...

- Who are they?
- What do you want them to know?
- What do you want them to do?

you can begin to develop an effective attendee journey with tailored engagement tactics for Pre, On, and Post engagements



LAUNCH YOUR STRATEGY

Pre-event, On-site, and Post-event tactics

Pre-event is the “curb” of an attendee journey, it’s where you initiate the brand relationship to your audience... and it is the beginning of the relationship breadcrumb trail.

How are you touching your target audience, weeks leading up to your event?

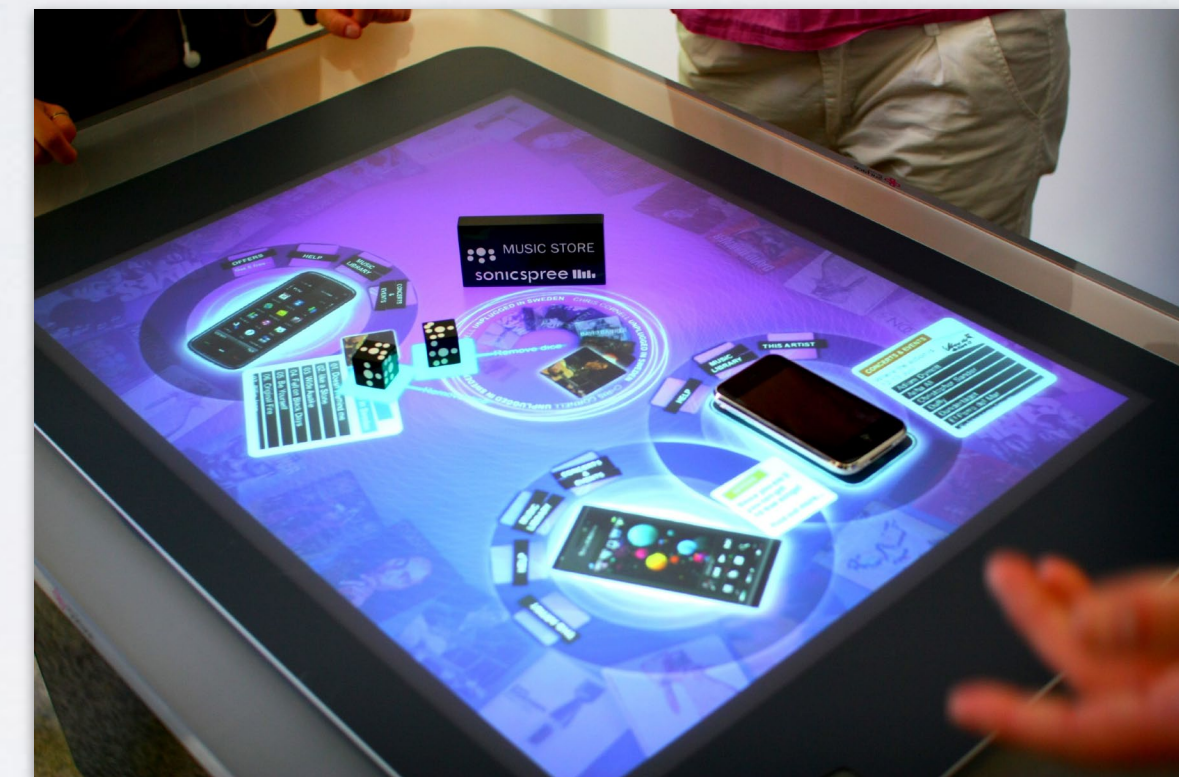
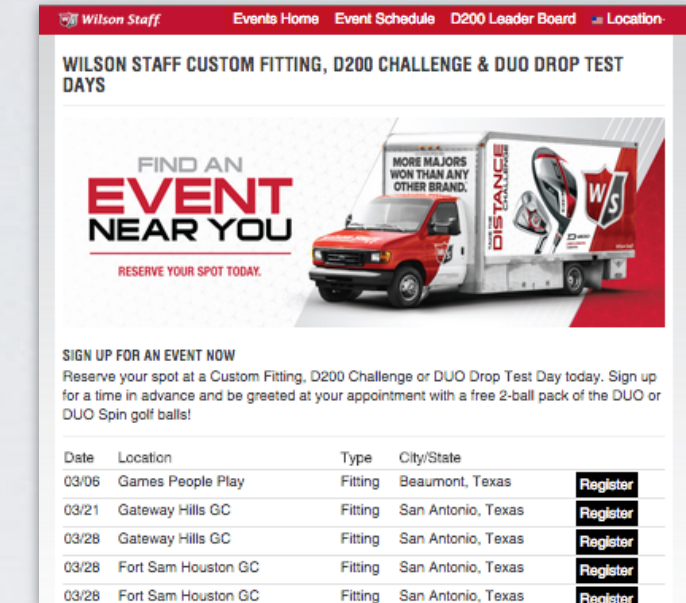
How are you keeping your brand on their minds?

What is your CTA (call to action)?
Does it link back to your event strategy?

LAUNCH YOUR STRATEGY

Pre-event examples:

- Social media
- Email a pre-event survey that leads to a micro site
- Pre-register them for a game activation online that continues in booth [on the carpet]
- Send them a “UFO chachki” that they have to bring to activate an action in-booth
- Leave them a personalized message in their hotel room
- Leverage OOH advertising with event specific messaging
- Take advantage of travel patterns: airport, hotel, cafe, taxi,





INTEGRATE SCALEABLE TACTICS

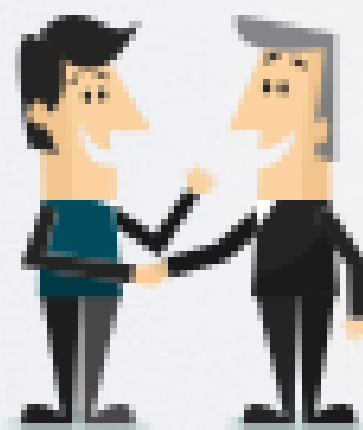
Pre-event, On-site, and Post-event tactics

On-site is the “**carpet**” of an attendee journey, it’s where the brand experience comes to life and where you engage attendees face to face in a memorable way.

INTEGRATE SCALEABLE TACTICS

On-site tactics examples:

- Leverage Space & Sponsorship opportunities with CTA messaging
- Don't overlook high traffic areas: hotel, cafe, taxi, show hall, outside the venue
- Continue social media messages from your experience:
- In-booth game activation tied to messaging/product
- Have a guest / host relationship [try to anticipate their needs]
- Technology appropriate for the conversation you want to have:



One : One



One : Few



One : Many



3D SIDEWALK CHALK ARTIST

Bringing your brand to life with on-site buzz and anticipation. Adaptable for in-booth or out side the venue.



RUBIK'S CUBE ARTIST

An artist used over 4,000 Rubik's Cubes to create this 19'x10' mosaic of Dr. Martin Luther King. How can we scale something like this to be created at an event?



CAN SCULPTURE

Tuna and salmon can artist sculpture, depicting the mechanism of action (MOA) of the ADC molecule. All cans were donated to a local food pantry in the event city after the event.



INTERACTIVE TOUCH SCREEN TOTEM

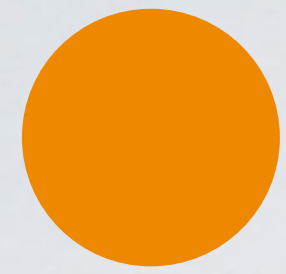
Innovative vertical touch panels command attention and engage attendees in an educational experience.

Opportunity to adapt existing content in a fresh, engaging format.



JELLY BEAN ARTIST

Another interactive, on-site experience where attendees can participate or observe.



PROVIDE OPTIMAL BRAND EXPERIENCE

Pre-event, On-site, and Post-event tactics

Post-event is your opportunity for a follow-up, a thank you, and to keep the conversation moving in the right direction.

● PROVIDE OPTIMAL BRAND EXPERIENCE

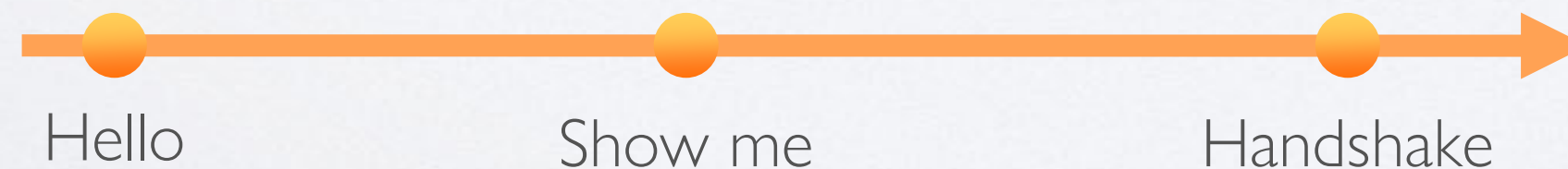
Post-event tactics you should be doing.

- Thank them for attending and/or meeting with you!
- Give EVERY goldfish a home...don't let them die.
- Have follow up content on your microsite
- Continue social media messages about your experience
- What are your attendees taking back with them!?
- How will it set up your next touch point!



LEADS

sales pipeline



IN A NUTSHELL...

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THANK YOU.

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