

Freeman¹

Experiential tech: More than buzzwords

Your how-to workbook for using immersive extras to engage audiences at LIVE events

For marketers, experiential has gone from buzzword to must word. And adding interactive digital elements only makes the live experience better. Immersive tech compels audiences, delivers more engagement opportunities, and brings users closer to your brand.

Use this guided workbook to build successful experiential activations and then workshop your own ideas. It will also help you determine which tech is best for building experiences that will create memorable moments and a lasting impression.

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How to ...

... tell a meaningful story that holds interest and gets your message across — fast

Grab short attention spans with activations that are both informative and eye-catching. Consider data visualization or a compelling display form factor that gets attendees interacting with the content that organically leads to your CTA.

What's your main message? What do you want people to do as a result?

... create a tangible experience that cements your brand

Break down the story into bite-sized eye candy — think motion graphics, infographics, or visualized data points. Build in interactive elements so the user feels more connected to the story and your solutions.

What are the connection points that will lead your audience to the result you seek? How can you bring your vision to life?



How to ...

... make this experience meaningful to both individuals and groups (personalize it)

Answers will vary from brand to brand, but the key is zeroing in on the intent — what do you want the audience/user to walk away with, and how do you want them to feel? Build a two-way interaction that allows the user to customize the experience and receive personalized insights or results.

Is there value in making this activation in person as well as virtual (hybrid)? HINT: Start by determining whether your audiences are local or global and what travel or budget challenges they may be experiencing.

... get your sponsor partners more involved in these experiences

Work directly with sponsors and partners to customize sponsored moments/ areas that makes (dollars and) sense for both the brand and the audience. No matter what the activation is, there will be space.

And if there's a space, there's a sponsorship opportunity!

What types of sponsors would make the most sense for your message and intent? What are their key care-about's?
