

MOI

Make Your Mark:

Your Ultimate Guide to Stealing the Show at Exhibitions



CONTENT

01

Where Business Meets Buzz

02

It's Time to Shake Things Up

03

Ride the Shift in Attendee Engagement

04

Stand Out with a Not-So-B2B Approach

05

Drive Connections with
Tailored Interactions

06

Maximise Impact with Out-of-Home
Activation & Pre-Event Engagement

07

Turn Insights into Lasting Success





WHERE BUSINESS MEETS BUZZ

Step into the dynamic world of exhibition events, where industry leaders and forward-thinkers converge to exchange ideas, forge partnerships, and drive innovation. From the bustling halls of major conferences to intimate networking events, the event landscape offers a myriad of opportunities for B2B professionals to

**showcase their
expertise and elevate
their brands.**



In this ever-evolving landscape, mastering the art of event participation is crucial for maintaining a competitive edge in the business world. But how can you ensure your presence stands out amidst the buzz?

IT'S TIME TO

SHAKE

THINGS UP
THINGS UP
THINGS UP
THINGS UP



When it comes to hosting successful events, capturing people’s attention is key. That’s why it’s essential to inject creativity into crafting experiences that leave an impression on participants. By challenging the norms of event marketing, you can engage your audience in refreshing ways.



RIDE THE SHIFT IN ATTENDEE ENGAGEMENT

Over the years, attendee expectations at events have evolved significantly. No longer satisfied with one-way communication and passive engagement, today's attendees seek authentic interactions, personalised experiences, and opportunities for meaningful connection. Brands must adapt to this shift by prioritising authenticity, relevance, and engagement in their event strategy.

By creating memorable experiences that resonate with attendees on a personal level, brands can forge deeper connections and make an impact that extends far beyond the event.



STAND OUT WITH A NOT-SO-B2B APPROACH

Unconventional Tactics:

To truly stand out at events, brands must be willing to challenge convention and embrace innovation. Instead of relying solely on traditional booth setups and sponsorships, consider unconventional approaches that disrupt the status quo and capture attendees' attention. Whether hosting off-site activations, collaborating with non-traditional partners, or leveraging guerrilla marketing techniques, thinking creatively can help brands differentiate themselves and make an impact at events.

Thinking Outside the Box:

Embrace creativity and innovation by exploring new and unexpected ways to engage with attendees. For instance, incorporating technologies that have capabilities to combine with augmented reality and holography, exhibitors can significantly enhance exhibition stands.

HERE'S HOW



Holographic Presentations

Showcase life-sized holograms of speakers or products, offering dynamic and detailed demonstrations.



Interactive Displays

Allow visitors to interact with holographic products, exploring features and functionalities in 3D.



Remote Participation

Enable real-time holographic appearances by remote participants for live interactions and discussions.



Enhanced Networking

Facilitate holographic meet-and-greets and interactive Q&A sessions with industry leaders.



Immersive Storytelling

Use holograms for compelling brand stories, case studies, and testimonials.



Augmented Reality Enhancements

Overlay additional information and animations on displays and offer AR-guided tours.



Customisable Experience

Provide personalised and multilingual holographic content to cater to diverse audiences.

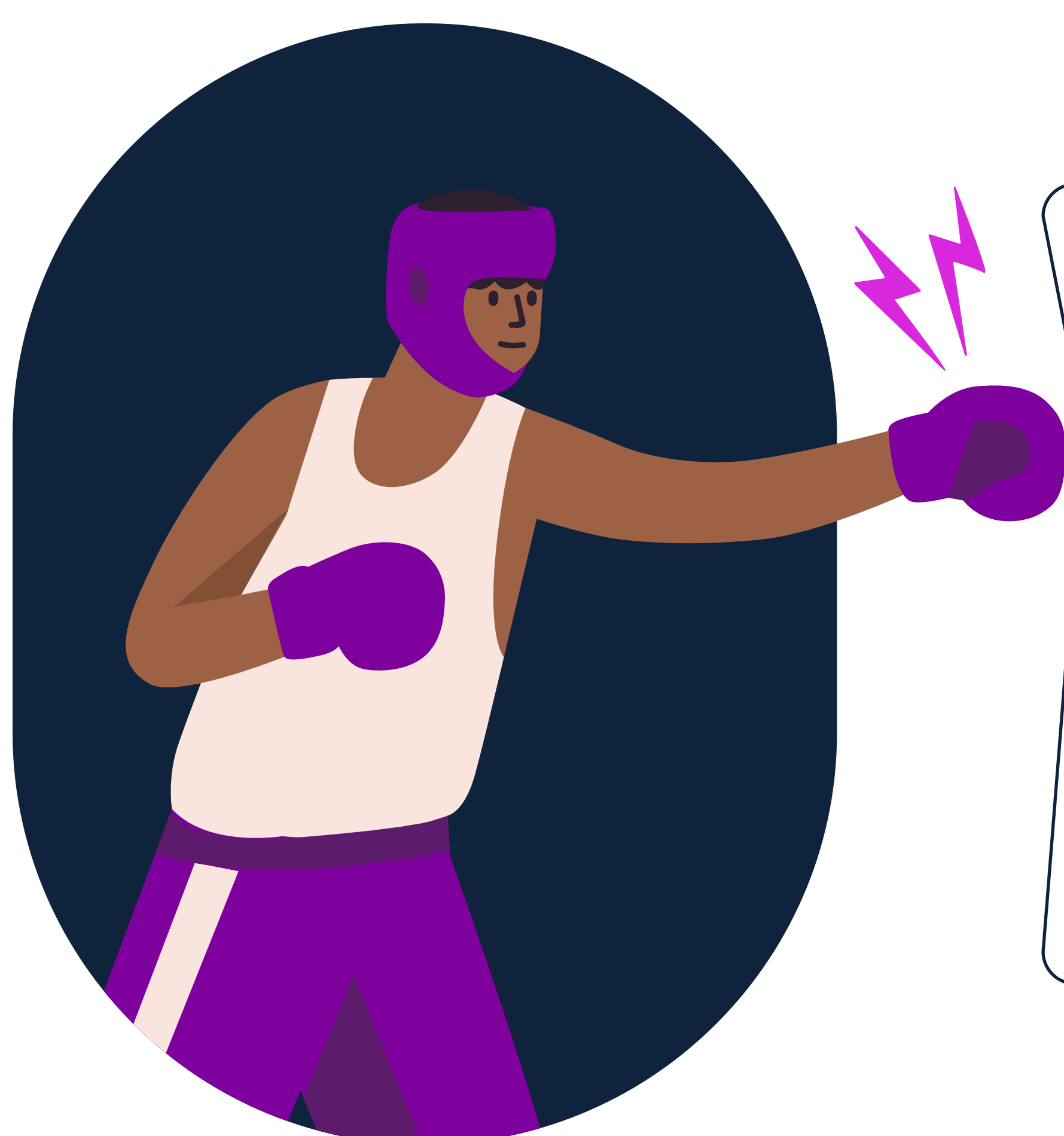
By daring to be different in your event strategy, you can capture attention, spark curiosity, and **set yourself apart from the competition.**

DRIVE CONNECTIONS WITH TAILORED INTERACTIONS



ServiceNow's Bold Approach

ServiceNow's unconventional approach to event marketing at Mobile World Congress serves as a prime example of thinking creatively. By opting for an external event space instead of a traditional booth setup, they created a unique environment that set them apart from other exhibitors.



Through personalised experiences, engaging demonstrations, and strategic networking opportunities, ServiceNow forged meaningful connections with attendees and showcased their brand in a **memorable and impactful way.**

Personalised Experiences

Brands like ServiceNow understand the importance of tailoring event experiences to individual attendee needs. Now, let’s delve into how we can take this further with Blue Dot Technology for enhanced personalisation.

Imagine seamlessly tracking every attendee’s movement and interaction in real-time. Blue dot technology, commonly used in location-based services, enables this capability. It’s akin to providing a virtual guide for each visitor, ensuring they receive personalised attention tailored to their interests and preferences.

HERE'S HOW IT WORKS



Visitor Tracking & Data Collection

By strategically placing Bluetooth beacons and sensors around the stand, you can capture invaluable insights into visitor preferences, behaviour patterns, and engagement levels.



Personalised Greetings & Information

As visitors approach the stand, the system recognises them and delivers personalised greetings or information based on past interactions or stated preferences, akin to a personal concierge guiding them through the experience.



Customised Content & Demonstrations

Leveraging collected data, content and demonstrations can be tailored to match each visitor’s interests and previous interactions, ensuring they receive the most relevant and engaging experience possible.



Real-time Assistance & Feedback

Staff, equipped with smart devices, receive real-time notifications when a visitor needs assistance. Additionally, feedback stations are provided where visitors can leave personalised comments or suggestions, aiding in continual improvement.



Enhanced Networking Opportunities

Networking can be facilitated by matching visitors with similar interests or business needs, fostering valuable connections through personalised introductions and meetings.



Post-Event Follow-Up

Incorporating collected data, you can receive personalised follow-up communications, strengthening relationships and encouraging further engagement long after the event has ended.

Key Benefits

1

Enhanced Visitor Engagement

Personalisation increases satisfaction and engagement, leaving an impression.

2

Data-Driven Insights

Real-time data analysis informs future improvements, ensuring continuous enhancement of the visitor experience.

3

Competitive Advantage

Offering a tailored experience sets us apart from competitors, positioning us as industry leaders.

With the integration of blue dot technology, your exhibition stand transforms into a dynamic, interactive space that caters to the unique preferences and needs of each visitor, driving better business outcomes through personalised experiences. These valuable insights help inform your investment strategy for the following year, as you can **clearly identity high-traffic areas and with less engagement.**

MAXIMISE IMPACT WITH OUT-OF-HOME ACTIVATION & PRE-EVENT ENGAGEMENT



Companies like [Clari](#) and [Colt](#) have successfully leveraged out-of-home activations to generate excitement and buzz before the event even begins. By strategically positioning themselves in high-traffic areas and creating immersive experiences that resonate with their target audience, they've managed to capture attention and build anticipation for their presence at the event.

generate buzz

increase attendance

Pre-event engagement is a critical component of a successful event strategy. Whether through teaser campaigns, exclusive content previews, or interactive social media activations, brands can **generate buzz, increase attendance, and create a sense of anticipation amongst attendees**. Through creative and strategic pre-event engagement tactics, brands can maximise their impact and ensure they're top of mind when the event kicks off.

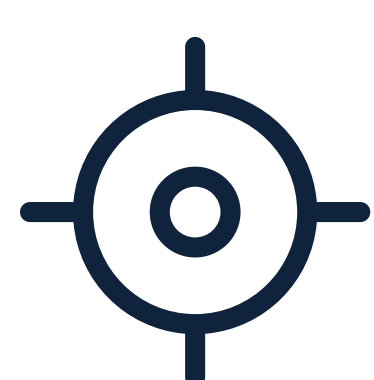
create a sense of anticipation



TURN INSIGHTS INTO LASTING SUCCESS



To achieve lasting success at events, focus on more than just generating leads or having a big booth. It's about creating meaningful connections and delivering value that resonates long after the event. By embracing innovation, authenticity, and strategic thinking, you can elevate your brand and stand out in a competitive landscape.



Start by **defining clear objectives** aligned with your business strategy and SMART goals.



Design an eye-catching booth that **reflects your brand and captivates attendees.**

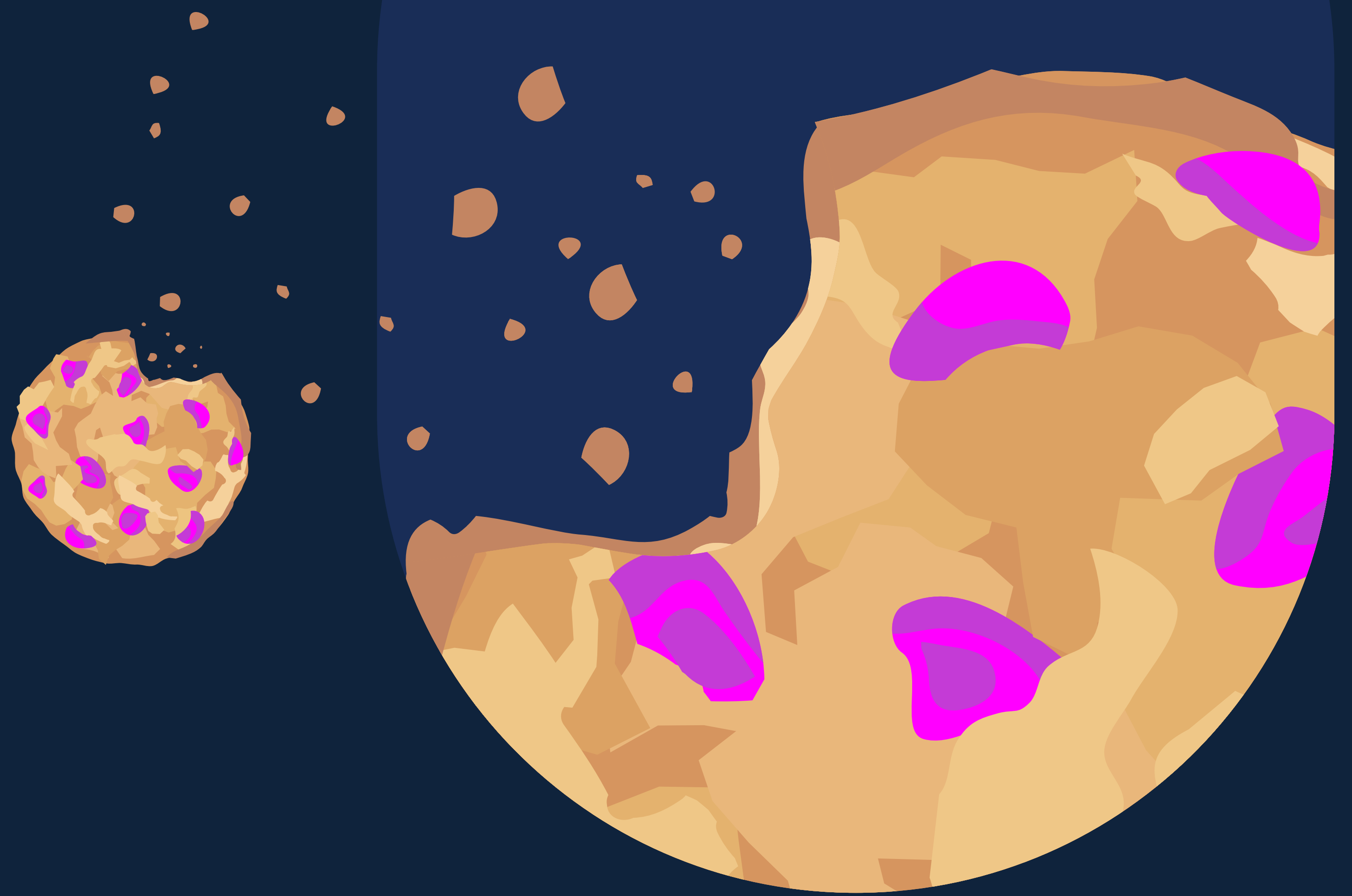


Create engaging experiences with live demonstrations and interactive workshops.



Train your team to **deliver exceptional customer experiences.**

And don't forget to follow up and nurture leads post-event to maximize your ROI. With these principles, you'll make a lasting impact at your next event and beyond.



WANT A 'NOT SO B2B' PERSPECTIVE ON FUTURE-PROOFING YOUR EXPERIENCES?

We love to share best practices, so why not book a complimentary session with us? We can provide ideas and recommendations looking at all aspects of your event experiences, with absolutely no obligation.

[Book Now](#)