

Unleashing the Awesome Power of Live Events

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EXPOSURE COMMUNICATIONS

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The Power Unleashed



Now it's your turn...



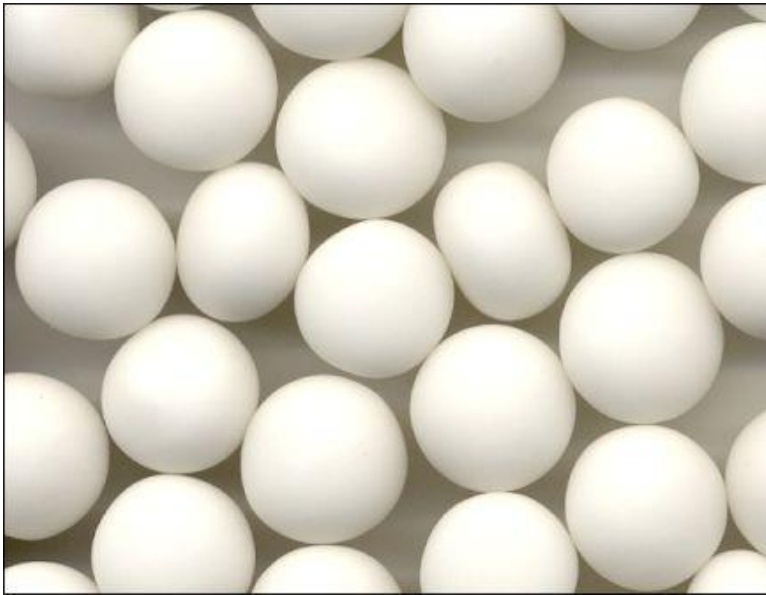
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The Received Wisdom

- The most direct
- Face to Face
- Uses the 5 senses
- Creates sensations and memories
- Powerful by association



Guaranteed Crowd Puller?



Where do Marketers really want to go?

- Brand brought to life!
- Dialogue, response, interactivity
- Profile - noise
- Value for money
- Opportunity
- Permission!



So what's an event anyway?



What
Where
When
Who
Why
Turning Space
into **Place**



I'm having a party!



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Why Events are really effective

- Events don't exist in a vacuum
- Face to face is the most natural form of communication so when it works it's powerful (unfortunately it's also the most difficult)
- Multi-stage process - not just about the event
- Powerful and flexible because they exploit other media
- Collateral and opportunity
- Permission not interruption marketing

Event Hi-jack!

- Advertising
- Public Relations
- Media Relations
- Direct Mail
- New Media
- Sponsorship

You Tube
Broadcast Yourself™



iTunes

flickr™

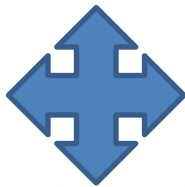
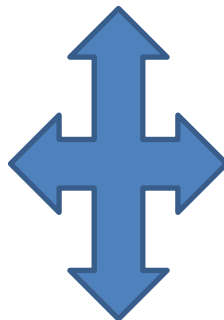
facebook®



Blogger™

twitter

Linked in
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Blog about your company

Blog about product launches, new ideas, new staff

Blog testimonials from customers

Blog about projects your working on



- Pictures of your company products
- Your team
- Projects you've undertaken



- Interviews with key personnel
- Videos of your projects and products
- Video of customers seeing and enthusing about your product or service
- Knowledge Base

facebook

LinkedIn

- Connect with your clients and community
- Search for people to connect with
- Join industry relevant groups
- Contribute to industry and event specific discussions
- Ask the community's opinion

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twitter

- Use to stay engaged and keep your other SM updated
- Link everything together/ self reference
- You get back what you
- Tweet about your event success, people you've met, things you liked at the show.

More Exposure for your Euro!

- Live Events
 - Multiple senses
 - Multiple media opportunities
- Event as a platform
- Virtuous circle create events within events to create multiple media opportunities



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