

A large crowd of people at an event, with several individuals in the foreground smiling and looking towards the camera. The image is overlaid with a semi-transparent blue filter.

WHAT IS ENGAGEMENT?

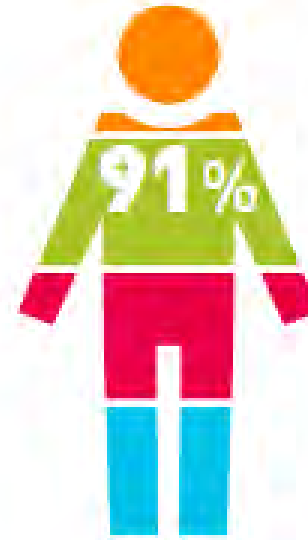
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Industry Research

Event Marketer Magazine



**% of consumers
likely to purchase
after participating
in events and
experiences**



**% of consumers
with more
positive feelings
about brands
after attending
events and
experiences**

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Dimensions of Engagement

Cognitive Engagement: the quality of the attendees **psychological engagement** with the live or digital content and design.

- What do target market think – their world view – and their interest in the brand itself?
- Do they believe in the purpose of the live/digital campaign?
- Do they understand the tone of voice of the brand messages?
- Do they understand the tangibles and intangibles of the campaign?

Dimensions of Engagement

Behavioural Engagement: The **impact** of the live event setting and design on attendees?

- Does the setting allow engagement between attendees?
- Does the setting allow attendees to engage with the organisers and the event content?
- How easy/hard is it to participate?
- What type of participation does the setting/design leverage at the event?

Dimensions of Engagement

Behavioural Engagement: The **impact** of the digital UI on target market?

- Friction factors - how easy/hard is it to participate online?
- What type of participation does the UI allow?
- Does the UI allow engagement between website visitors?
- Does the UI allow engagement between visitors and brand owners?
- Does the UI allow visitors to engage or collaborate on live event content?

Dimensions of Engagement

Emotional Engagement: How do visitors **feel** about the digital campaign?

- Immersive on digital?
- What do the visitors feel about the brand?
- Is there an emotional “bond” which makes them emotionally engage with the UI and marketing messages?
- Would they feel good about telling people about the brand or a live experience after their engaging with a campaign?

Dimensions of Engagement

Emotional Engagement: How attendees **feel** about the event.

- What do the attendees feel about the brand – trust and brand loyalty versus incentivisation?
- Is there an emotional “bond” which creates immersive triggers?
- Would they feel good about telling people about the event (pre, during and post event)?

Emotional Storytelling

- When evaluating brands, consumers primarily use emotions (personal feelings and experiences) rather than information (brand attributes, features, and facts).
- Providing an emotional context in marketing campaigns makes adverts more engaging, and more impactful.
- People relate to life stories, much more so than content that features or promotes a product.
- Emotional storytelling depict a vision of how brands can positively enhance the lives of consumers.

Digital to Live Engagement

- Digital tools to encourage sign up to attend events.
- Activate brand on digital channels to create #FOMO.
- Promote aspects of the brand that are associated with the event.
- Include a collaborative element online that can influence the event.
- Engage online users to create new relationships that can be reinforced at a live event.
- Use influencers to engage customers online and then at the live experience.

IT Blog Awards, Hosted by Cisco



Recognizing independent tech bloggers

The first-ever IT Blog Awards, hosted by Cisco, is our way of recognizing the great community of independent tech bloggers for the passion, creativity, and expertise shared throughout the year. We appreciate your impact on the tech community. Let us recognize your great work. Apply by November 2.

Live to Digital Engagement

- Repurpose live content into digital content.
- Create post event engagement and conversations about the brand.
- Opportunities to amplify the brand through social, webinars, e-books, product offers.
- Incentivise mail list sign ups at an event to receive digital marketing offers.
- Friction factor.
- Capturing shared live experiences on video – post event and live streams.
- Influencers at events to continue engagement online.

Digital Live Interface at Events

- The live event is content that can be branded for a live/digital campaign.
- Content amplifies brand messaging.
- Expand the event reach and increases ROI.
- Social media most relevant.
- Participants as content.

INTERACTION WITH ATTENDEES

1. GO TO FACEBOOK MESSENGER
2. TYPE @SAVABOT INTO THE SEARCH BAR
3. CLICK ON @SAVABOT



Alexa, ask
Marketo...

After the greeting, ask a question.

Where's the
party?

What's going
on right now?

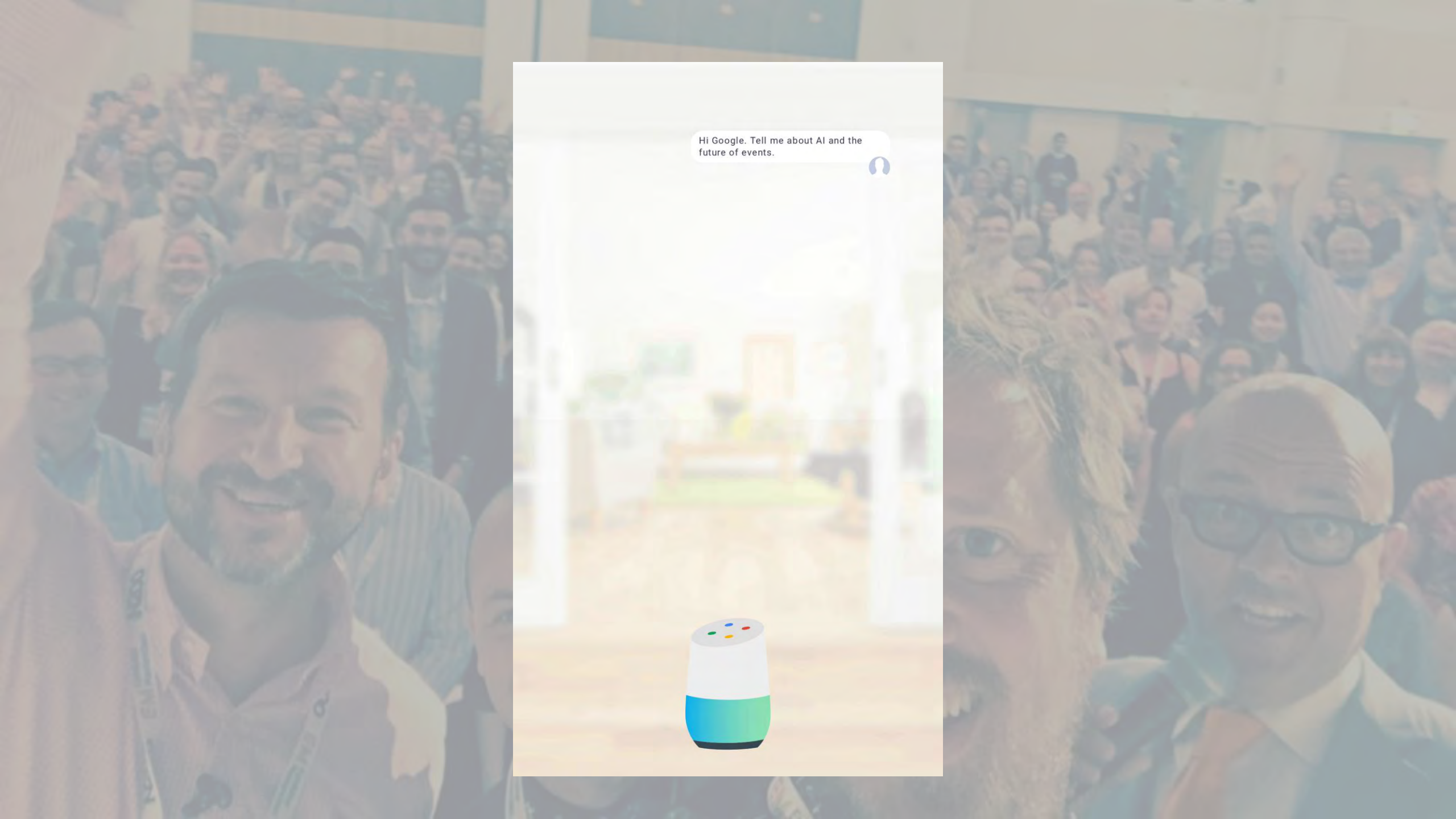
Where's the
pocket park?

Tell me
fac
M

Not hearing you? Try to use the remote.

"ALEXA, ASK MARKETO"

Command	Response
Tell me about Marketo	Marketo is a leading provider of marketing automation software.
What's the best way to use Marketo	The best way to use Marketo is to create targeted campaigns and nurture leads.
How do I get started with Marketo	To get started with Marketo, you need to create a Marketo account and integrate it with your CRM.
What are the benefits of Marketo	Marketo offers a variety of benefits, including increased lead generation, improved customer engagement, and streamlined marketing processes.
Can I integrate Marketo with my CRM	Yes, Marketo can be integrated with a variety of CRM systems, including Salesforce and Microsoft Dynamics.
How do I create a targeted campaign in Marketo	To create a targeted campaign in Marketo, you need to define your target audience and create personalized content for each segment.
What are some best practices for Marketo	Some best practices for Marketo include creating high-quality content, using data to inform your marketing strategy, and testing and optimizing your campaigns.
How do I track the performance of my Marketo campaigns	You can track the performance of your Marketo campaigns using a variety of metrics, including lead generation, conversion rates, and customer engagement.
What are some common challenges with Marketo	Some common challenges with Marketo include data integration, campaign management, and reporting.
How do I troubleshoot common Marketo issues	To troubleshoot common Marketo issues, you can check the Marketo help center or contact Marketo support.
What are some advanced features of Marketo	Some advanced features of Marketo include predictive lead scoring, account-based marketing, and social media integration.
How do I get the most out of Marketo	To get the most out of Marketo, you need to invest time in learning the platform and creating a comprehensive marketing strategy.



Hi Google. Tell me about AI and the future of events.



Strategy Considerations

- Best tech delivery systems that fits the live/digital content marketing strategy.
- Long term value proposition by the brand to reward engagement with it.
- Sponsorship of live events to activate.
- Consistency of brand messages to persona target.
- Transmediation and the #

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QUESTIONS?

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