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EMC Events

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ENGAGEMENT MARKETING



emc events
a division of emc outdoor

A high-angle, blurred photograph of a busy pedestrian walkway. The floor is made of light-colored square tiles. Several people are walking in different directions, their figures blurred to convey motion. A white rectangular box with a pointed bottom-left corner is centered over the image, containing the text "WHAT IS ENGAGEMENT?".

**WHAT IS
ENGAGEMENT?**

A close-up of a man's chest wearing a white t-shirt. The t-shirt features a logo on the left side consisting of a yellow square with a white circle inside, followed by the text 'emc events' in a lowercase, sans-serif font.

emc events

**THEM +
YOUR BRAND**

A close-up of a woman's chest wearing a white t-shirt. The t-shirt features a logo on the right side consisting of a yellow triangle pointing upwards, followed by the text 'SLICE' in a large, bold, sans-serif font, and 'COMMUNICATIONS' in a smaller, all-caps, sans-serif font below it.

SLICE
COMMUNICATIONS

**IN REAL
LIFE**



**ON THE
INTERNET**



WRONG!





**IT'S TIME TO
THINK ABOUT
BRIDGES**

A close-up photograph of two people shaking hands. The person on the right is a man with a beard, wearing a dark suit and tie, smiling broadly. The person on the left is wearing a dark suit. A white speech bubble with a tail pointing towards the handshake is centered in the image. Inside the bubble, the text "BUT WHY?" is written in a bold, black, sans-serif font.

BUT WHY?



**BECAUSE THIS
DOESN'T EXIST**

**AND PEOPLE
REMEMBER WHAT
THEY FEEL**

MAD

LOST

ANGRY

ANXIOUS

SCARED

DISAPPOINTED

OPTIMISTIC

GLAD

HAPPY

THANKFUL

SURPRISED

EXCITED

**COMMON
BARRIERS TO
SUCCESS**

*NO TIME FOR BEST PLANNING
BUILDING THE PLANE AS YOU FLY
THE BARN BECOMES A BREADBOX*

*SILO'D: TEAMS & SUCCESS METRICS
NAMED ACCOUNTABILITY IN TEAMS*

LOSING SIGHT OF THE FULL CUSTOMER EXPERIENCE



TRAVEL SOUTH DAKOTA

Experiential team heavy lifting:

24 people / 3,000 hours

22 ft high replica / 10,000 lbs

Chicago's Millennium Park

1 Day / Rain or Shine

A ZILLION event details to prep & execute



TRAVEL SOUTH DAKOTA

Integrated Amplification Effect:

Approx 17,000 live interactions/impressions

24 times that saw it on Social Media

130 million saw it through 70 media placements



BIZBASH

<https://www.bizbash.com/eng/30-south-dakota-tourism-brings-a-22-foot-tall-model-mount-rushmore-to-millennium-park-wednesday/2204308-W4461bvyob>

18 Decor and Catering Ideas for a Festive Fourth of July



Daily Herald

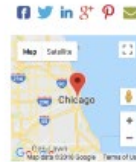
<http://www.dailyherald.com/weekend/details/PATRIOTIC-BBQ-AT-MILLENNIUM-PARK/3877865/2018-06-30/11>



Patriotic BBQ at Millennium Park
Saturday, June 30, 2018
10:00 am - 6:00 pm

Millennium Park's South Promenade
(By Monroe St. & Michigan Ave.)
Chicago, IL
Directions

Price: Free



Fourth of July weekend demands patriotic plans, and what's more all-American than a barbecue with Mount Rushmore as your backdrop? NEWSFLASH: You don't have to leave Chicago to pay a visit to George, Tom, Teddy and Abe!

South Dakota Tourism is bringing a 22-foot tall model of the iconic Mount Rushmore to Millennium Park for day-long celebrations, including a barbecue for the first 1,000 people to arrive.

Get a taste of true South Dakota cuisine with buffalo burgers and 'dogs and indulge in a scoop of vanilla ice cream made from Thomas Jefferson's original recipe and shipped from the real Mount Rushmore's on-site shop.

Ready to get your adrenaline pumping? Try conquering the on-site climbing wall modeled after Custer State Park's famed twined area.

Contact Info
South Dakota Tourism

Print This

**IT'S TIME TO
DO SOMETHING
DIFFERENT!**



A group of female football players are celebrating their victory. They are wearing white jerseys with blue accents and blue medals around their necks. Several players have their arms raised in the air, and one player in the foreground is holding a large, ornate trophy. The background is filled with yellow confetti, and the overall atmosphere is one of joy and triumph.

**WHAT DOES
SUCCESS
LOOK LIKE?**

Activation Team**Social Team****Pre-event****Planning & Build****-****Live activation****On-Site Logistics****-****Post-event****Provide Pictures****Post Pictures**

Pre-Event

Live Activation

Post-Event

Social Team

Promote Event

Live Stream

Build Story & Audience

Activation Team

Planning & Build

On-Site Logistics

Feedback & Next Event

Corporate Com

Press Release

Oversight Requests

Case Study

Audience

Awareness Build

Real Time Sharing / UGC

2-Way Social Shares



EXERCISE:

**WHO ARE THE
PEOPLE YOU WANT
TO ENGAGE?**

A man with glasses and a beard, wearing a dark blue polo shirt with a white anchor and star pattern, is looking down at a smartphone. A woman with long dark hair, wearing a white shirt, is smiling and looking at the same phone. They are outdoors, with a blurred background of greenery and a building.

EXERCISE:

**WHAT DO YOU
KNOW ABOUT
THEM?**



Jane, 45

Divorced, LGBTQ+, Member of PTA

Doesn't spend a lot of time or money on herself, wants what's best for her kids

Stays up late thinking about: meal prepping, paying bills, college expenses

Enjoys: NPR, yoga, running, LuluLemon, Neutrogena, Trader Joe's, Match.com

News and Information Sources: Facebook, Pinterest, Instagram, Cooking Light, Real Simple, CNN

EXERCISE:

**WHAT DO
THEY WANT
FROM YOU?**





EXERCISE:

**HOW DO THEY WANT
TO EXPERIENCE YOU
IN REAL LIFE?**

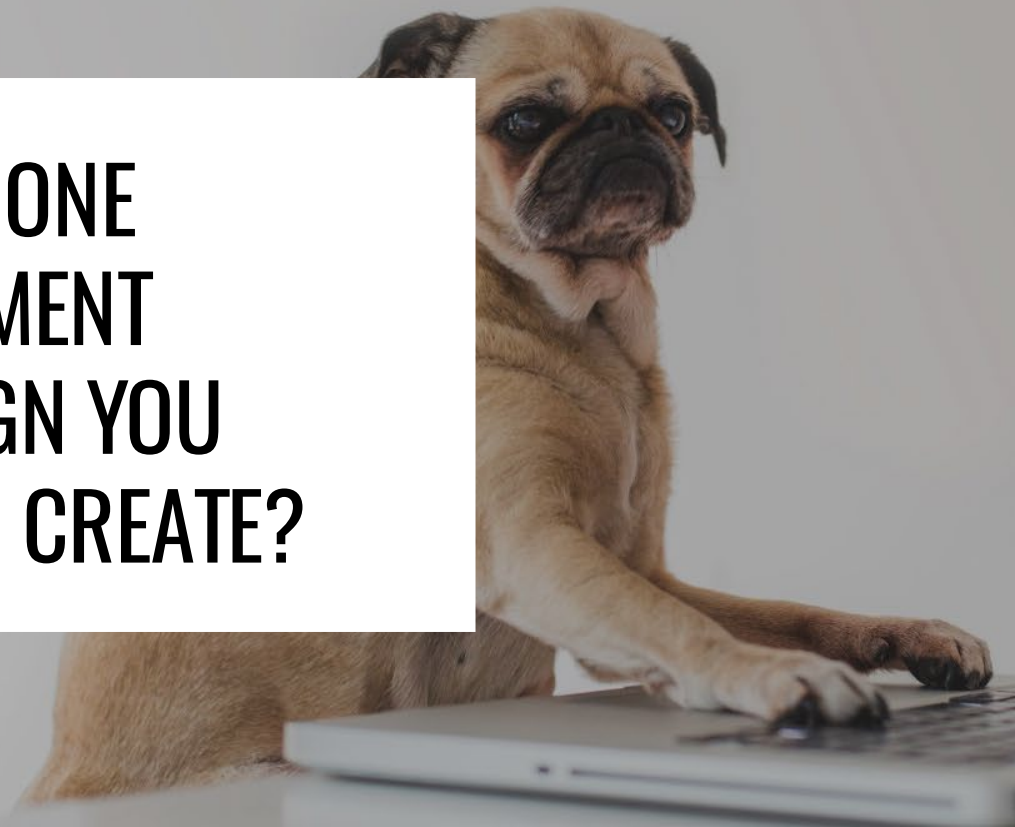
A background image showing a group of people sitting at a wooden table in a casual setting, possibly a cafe or office. They are using laptops. The image is slightly blurred and has a dark, moody tone. A white speech bubble is overlaid on the left side, containing the word 'EXERCISE:'. Another white speech bubble is overlaid in the center, containing the question 'HOW DO THEY WANT TO EXPERIENCE YOU ONLINE?'.

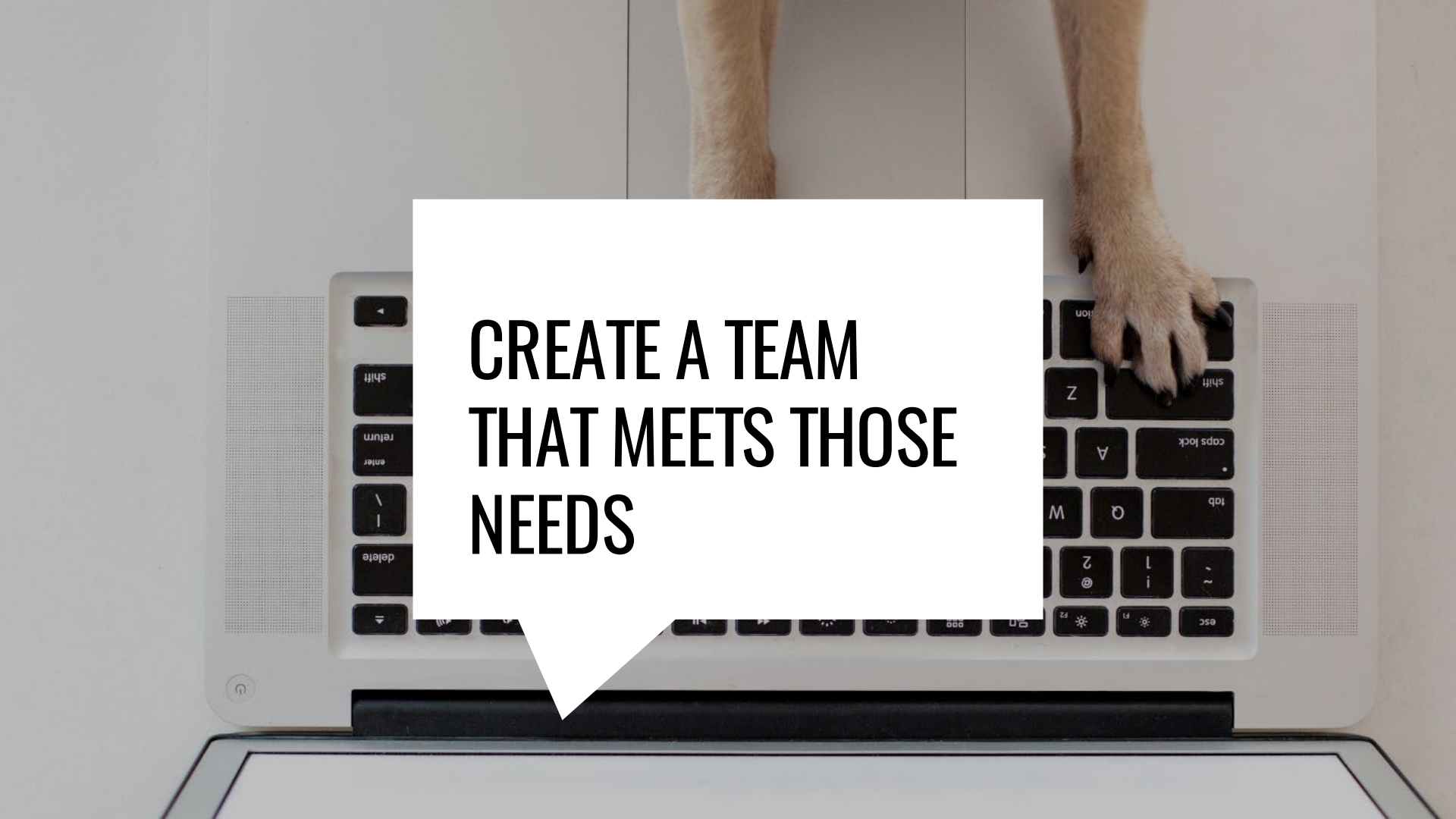
EXERCISE:

**HOW DO THEY WANT
TO EXPERIENCE YOU
ONLINE?**

EXERCISE:

**WHAT IS ONE
ENGAGEMENT
CAMPAIGN YOU
WANT TO CREATE?**



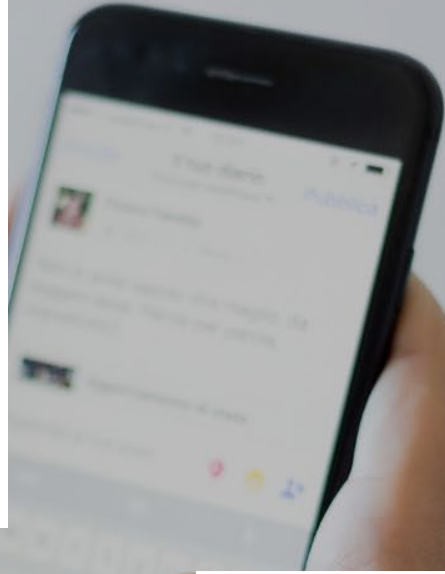
A top-down view of a light-colored dog's front paws resting on a silver laptop keyboard. The paws are positioned on the 'Z' and 'Shift' keys. A white, speech-bubble-shaped text box is centered over the keyboard. The laptop's trackpad is visible at the bottom, and the screen is at the very bottom of the frame.

**CREATE A TEAM
THAT MEETS THOSE
NEEDS**

**MISTAKE:
HAVE SOCIAL DO
CAMPAIGNS ON
THEIR OWN**



**MISTAKE:
HAVE EXPERIENTIAL DO
EVERYTHING WITH
SOMEONE ON TWITTER**



WHAT GOES WRONG

- People don't attend
- No one online has any idea it happened
- It only reaches the limited people in person
- No one posts about it to their friends
- No one interacts with the people posting
- The place doesn't let you do it
- You don't have the right permits
- The people you hired can't deliver the message
- There isn't a hashtag
- You're not listening for the conversation
- You don't have any data about brand impressions
- You get arrested for trespassing / the cops get called
- There isn't any new content
- There aren't any videos or photos
- No one cares
- You never connect with the people in attendance again
- You get bad PR
- People get a bad impression of your brand
- You have no idea about the ROI
- Your boss stops doing events and social media



EXERCISE:

BUILDING YOUR ENGAGEMENT TEAM

PERSON #1

ACCOUNTABILITY #1
ACCOUNTABILITY #2
ACCOUNTABILITY #3
ACCOUNTABILITY #4

PERSON #2

ACCOUNTABILITY #1
ACCOUNTABILITY #2
ACCOUNTABILITY #3
ACCOUNTABILITY #4

PERSON #3

ACCOUNTABILITY #1
ACCOUNTABILITY #2
ACCOUNTABILITY #3
ACCOUNTABILITY #4

PERSON #4

ACCOUNTABILITY #1
ACCOUNTABILITY #2
ACCOUNTABILITY #3
ACCOUNTABILITY #4

PERSON #5

ACCOUNTABILITY #1
ACCOUNTABILITY #2
ACCOUNTABILITY #3
ACCOUNTABILITY #4

PERSON #6

ACCOUNTABILITY #1
ACCOUNTABILITY #2
ACCOUNTABILITY #3
ACCOUNTABILITY #4

STRATEGIST

RESEARCH
CONCEPT
INTEGRATION

EXECUTION LEAD

EXECUTION PLAN
PROJECT MANAGEMENT
SCORECARD / REPORTING
LMA / REMOVING BARRIERS

BRAND

MESSAGING
BRAND EXPERIENCE
MARKETING MATERIALS
CONTENT CREATION

SOCIAL


PROMOTION / AMPLIFICATION
CUSTOMER SERVICE
CONTENT SOLICITATION

PR

MEDIA RELATIONS
SPOKESPERSON MGMT
PARTNERSHIPS
EVENT LISTINGS

ACTIVATION

LOGISTICS
LMA OF IRL TEAM
BUILDING / MATERIALS



**SO WHAT ARE
YOUR NEXT
STEPS?**

**WHERE DO YOU
NEED HELP?**

**BUT,
WAIT!
THERE'S
MORE!**





ENGAGEMENT

MARKETING

SLICE
COMMUNICATIONS

 **emc events**
a division of emc outdoor

THANK YOU!

FOR COMING TO OUR WORKSHOP ON ENGAGEMENT MARKETING

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