

INVISION

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HOW DO YOU DESCRIBE YOUR COMPANY /AGENCY?

Make change. Not noise. In a world in which people are bombarded with messaging 24/7/365, how do you break through the noise to make meaningful connections with your audience? How do you create changes in their beliefs or behaviors to drive positive business outcomes? A full-service, audience engagement agency since 1991, we educate, motivate and move people to action through integrated experiential, design, digital and communications campaigns anchored in strategy, creativity and technology. The partnerships we've built over the last 30 years are founded on trust and a culture that celebrates diversity, equity and inclusion. We proudly partner with some of the world's most iconic brands, including Oracle, Genentech, Dell Technologies, Microsoft and DuPont, and bring them to life in exciting, memorable ways. We are headquartered in the SF Bay Area with offices in NY and Chicago.



HOW DID YOUR BUSINESS EVOLVE OVER THE LAST YEAR AND WHAT ARE CORE AREAS OF FOCUS?

As an agency focused on the events space, we had to move quickly in 2020 to help our clients (and our company) pivot to the ever-changing audience engagement landscape. Our in-house full-service offerings of digital and technology, strategic communications, creative and design enabled us to quickly emerge as an industry leader when clients and partners were seeking solutions for how to engage audiences digitally. We further honed and bolstered the following solutions areas:

1. Digital & Technology Solutions:

As the digital-first imperative continues to gain importance, InVision has been a leader every step of the way, guiding clients with real insight as we all navigate the disruption. We've worked with nearly every type of face-to-face and digital platform, even

as new ones emerge almost daily. From immersive technology to virtual experiences and AR/VR/XR, our digital teams harness the latest in emerging technologies and custom solutions to deliver what's new and what's next - right now. For a large technology client, we recently created a custom-built digital "Connection Zone" that aligned internal teams in an immersive digital destination that imparted product learnings, training, fun moments, and information-sharing through gamification and personalization.



2. Strategy & Communications:

In a post-COVID world, it has never been more important to understand the evolving audience mindset, market trends, and how brands can offer differentiated value in a crowded marketplace. InVision's strategists combine the human insight of an anthropologist, the focus of a business analyst, and the awareness of a cultural maven. We uncover data-driven insights about our client's brands, identify the proper channels and content, define success metrics, and then build a framework for the direction of the event, campaign, or initiative. Whether we are optimizing the employee experience in a world of hybrid work, or helping brands to deliver a better customer experience, it all starts with insight. We recently conducted extensive customer research for a large technology company to determine the brand audience's ability and desire to return to a large tentpole user conference in October 2021. Based on a newfound understanding of their customers' ability to travel, and their willingness to attend a large industry event, our client is now rethinking the size, scale and cadence of their corporate event schedule as they prepare for 2022.

3. Production Management (Virtual/Digital, Hybrid, In-Person)

InVision's been at the forefront of event production for 30 years. We're proud of our reputation for robust collaboration and organization, accountability and efficiency. And we're known to



make the process fun and rewarding for all involved. We've staged some of the world's largest user conferences and spectacular sales kickoffs, as well as, training and employee programs, press events, big name entertainment, and intimate, bespoke gatherings - online and in-person. InVision recently partnered with Dan Preiss, Senior Director, Global Experiential Events Marketing, Dell Technologies, to transform their signature conference from an in-person event reaching typically 20,000 attendees into a meaningful, immersive digital experience that utilized an omni-channel approach to reach over 60,000 global attendees.



4. Content & Creative

Our creative staff brings together deep thinkers and marcom pros with vibrant artists and designers of all kinds. We have storytellers, filmmakers, technologists, and at least one savant. We're at ease in the C-suite, in sound stages and design studios, ballrooms and arenas, or strategically lost in thought. Plus, we've got a few folks who can throw one heck of a party - in-person and digitally. For software and collaboration tool leader Atlassian's Team '21 conference, our creative team worked closely with Atlassian's Angela Smith, Head of Experiential & Field Marketing and her internal team to build a digital experience unlike ever before. We scripted and created over 90 fun, bite-sized "movie trailers" to tease the program's breakout sessions by pulling

video clips from famous movies into a montage of scenes that emphasized the session content and key buzz words. The sessions received a 93% positive sentiment with over 12,000 viewers.

5. Employee Engagement

Now, more than ever, ongoing communications and engagement with your workforce are essential. At InVision, we believe "EX = CX." To achieve an organization's business goals, employees need to embrace the company's mission and vision fully; and have a clear line of sight as to how their role delivers against the brand's customer experience. Employees who understand how their role fits and who believe in your singular vision can ultimately find meaning, passion and purpose in their work. There are six key facets of the employee experience that InVision partners with our clients on: purpose and values; training and development; reward and recognition; employee communications; leadership and vision; and organizational culture. InVision recently crafted a fully integrated "Return to Office" communications and content campaign for a major utility company to support their workforce's out-of-home/return-to-office work environments.

WHAT DO CUSTOMERS SAY ABOUT YOU?

We are grateful for the strong partnership we have built over the last 30 years in business and the kind words our clients have to say about us:

"The power and quality of the creative and the collaborative way InVision worked with our RMS team exceeded expectations at every level!"

- Karen White, CEO, RMS

"I couldn't imagine doing this with a better partner. Not our vendor, but our partner and trusted advisor. I knew that my team could focus on the content because we had a partner that had our back."

- Jeanne Robb, VP Strategic Events, DocuSign