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EXECUTIVE Q&A



Give us the quick version: How do you describe your company?

We Create Spaces and Places that are Completely About Your BrandTM, through a process where Our People Become Your PeopleTM, at a price not-to-exceed,

anywhere in the world.

What are missed opportunities clients make with their exhibit programs?

We're seeing a lot of increasing prioritization of bold AV elements in their programs. Things like Massive LED walls, transparent monitors, etc... These can absolutely be effective in creating drama and engaging an audience. However, the strength of the content on these elements is directly related to the success of the application.

There's a belief that if you invest in the hardware, that alone will create a buzz. You may have gotten away with that a decade ago when the technology was novel, but when the majority of exhibitors are leveraging bold AV, if you don't have strong content you'll struggle to stand out from a crowd.

The content development process can take as long as the creation of the environment. Prioritizing its value and allowing time for the process is a great first step. Keep your message simple, understanding that most "splash" AV elements are meant to attract, not explain in detail. You have limited window to capture an attendees attention at a glance. Couple that simplicity with dynamic content that is designed specifically for your environment. If you're integrating your LED in your architecture in a unique way, the content should reflect that. Creating the two in tandem will help maximize their efficacy.

How can event teams prepare for changing attendee preferences?

Although attendance may still be down at some shows, the quality of attendee is definitely there. People are attending with purpose and intention. With a strategic approach, there is plenty of opportunity to connect with your audience at events.

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Attendees are putting a higher priority on connecting, face-to-face, and networking with their peers. The importance of the people representing your team at the event is elevated. Booth staff can make or break your ROI. A prepared team, with a unified brand message is a solid foundation for your approach. A team that is also engaged, energetic, and authentic will set you apart. You're validating the attendee's intention of returning to live events, by creating a welcoming experience with positive interaction.

There are some simple tactics to help create this type of engaging environment. Establishing a clear, concise message for both your internal teams, and target attendees, will reduce the threshold for attendee engagement and allow your team to interact in a natural and authentic manner. Working with internal stakeholders to establish a clear objective and message - and doing so early in the process is key. First, it ensures that your team is united in your approach and allows opportunity to get the expanded event team and staff enrolled in the message, with ample time to prepare. That preparation is also vital. Holding team meetings in the weeks prior to the event will aid in familiarizing the team with your approach as a brand.

What are the biggest opportunities for event marketers across the spectrum of live events heading into 2023?

What we've learned from our clients is to expand your brand reach beyond the show floor. Event and conference attendees are consuming information from the moment they get off the plane. Why let the boundaries of on a show floor limit your ability to make an impression on this audience?

Digital impression is a great starting point. You should have a campaign creating brand visibility leading up to, during, and after your event. This can include, but is not limited to social media, email campaigns, commercials, etc... Additionally OOH advertising around and event is a great way create brand impressions, like bus wraps, and ad placement in high traffic areas.

Some of the most effective opportunities reinforce the concept that people are returning to live events to connect with their peers. Creating these experiences, in a manner that is authentic to your brand and engaging to attendees are increasingly effective. Consider sponsoring networking opportunities at events, or creating additional engagements after the show or event ends at a local restaurant, bar, etc...