



*The Event
Business
is Dead!*

*Long Live
the Event
Business!*

Presented by

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SVP, Client Strategy
EWI Worldwide



A Live Communications Company
exhibit works | interior works | studio creative

SEVEN

*formerly outlandish,
previously heretical,
plainly irrefutable thoughts
on how the world of*

LIVE COMMUNICATIONS

will rescue brands

(if we don't blow it!)



1 **LIVE**
COMMUNICATIONS
is unparalleled
in its ability to
join brands
and customers
in a meaningful way

Ye Olde Days:

Live Experience = High Engagement + Low Reach & Frequency
Advertising = High Reach & Frequency + Low Engagement

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Ye New Days:

Live Experience + Online =

High Engagement + High, More Persuasive Reach & Frequency

Pre-Event + At-Event + Post-Event + Way-Beyond-Event

Ownership, Conversation, Enthusiasm, Influence

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If We Do This Right...

We are creating

Community = Relationships = Customers



LIVE
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is unmatched
in engendering
loyalty and
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**Two Greatest Drivers of Loyalty,
Enthusiasm & Purchase:**

- > Personal brand experience
- > Trusted recommendation

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Live Communications...

- >Creates and delivers the experience
- >Activates enthusiasts/influencers: “Shouting” mode

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If We Do This Right...

We provide brands with an exponentially larger
—more effective and efficient—customer-creation platform



3 LIVE COMMUNICATIONS

*takes customers
on the
most compelling
journey
in marketing:
the narrative*

What was it

that our ancestors scrawled on cave walls...

that Shakespeare used to illuminate the human condition...

that Walt Disney leveraged into a theme park empire...

that Luke Skywalker embarked on in search of himself...?

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The Narrative Journey

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The Narrative Journey

We live, think, and communicate via narrative

We are hard-wired—pre-disposed—to consume the world
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The Narrative Journey

We live, think, and communicate via narrative

We are hard-wired—pre-disposed—to consume the world
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If We Do This Right...

We deliver the most dimensional, immersive, powerful
proposition in all of marketing

The Marketing-Based Narrative: 5 Phases of Customer Conversion

- Emotional/Physical phase
- Emotional/Physical/Intellectual phase
- Emotional/Intellectual phase

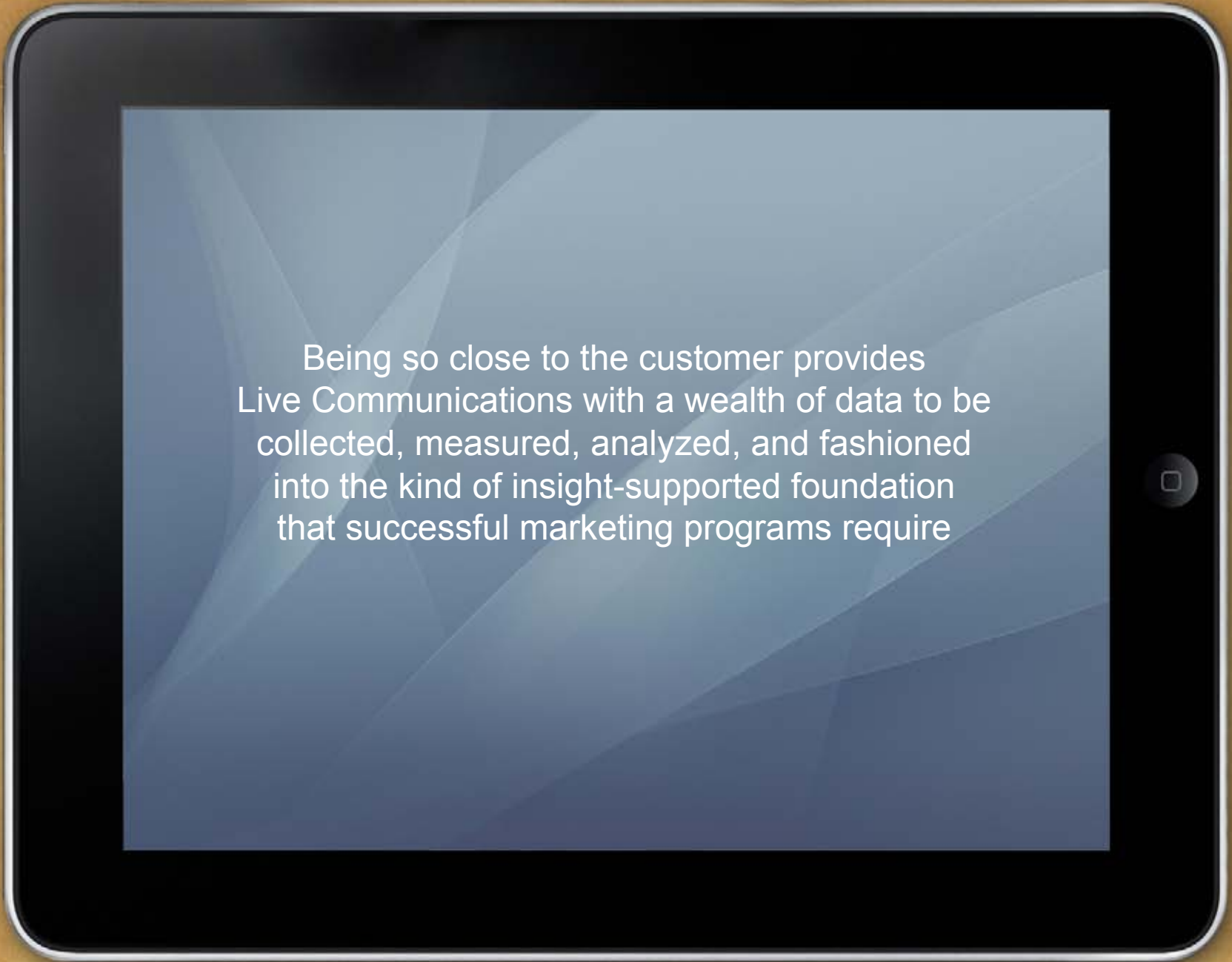


Only Live Communications Addresses All Phases

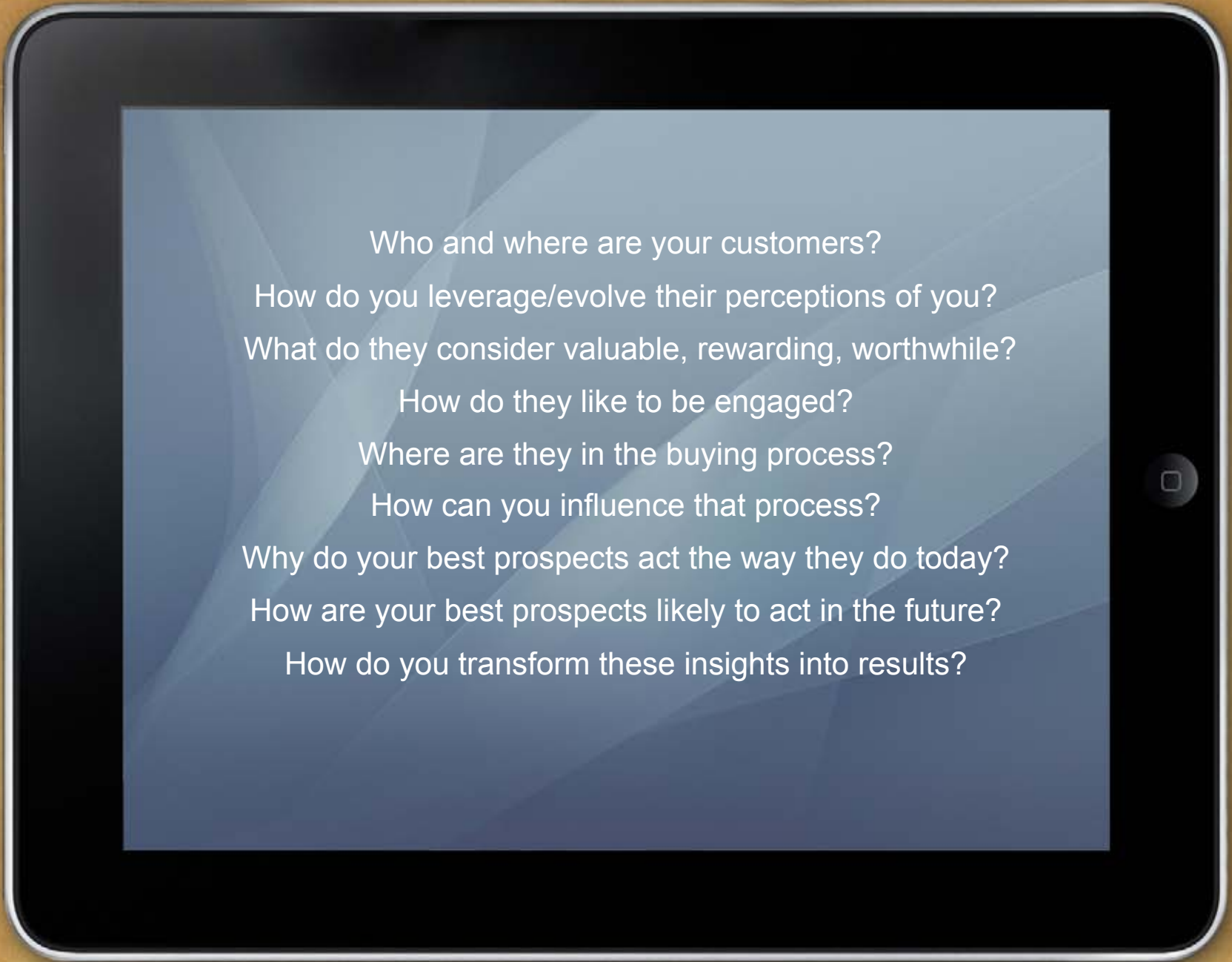


4 LIVE COMMUNICATIONS

*can actually
predict
the future!*

A tablet with a black bezel and a silver edge is shown against a light brown, textured background. The screen displays a blue background with a low-poly, geometric pattern. Centered on the screen is white text. On the right side of the tablet, a circular home button is visible.

Being so close to the customer provides
Live Communications with a wealth of data to be
collected, measured, analyzed, and fashioned
into the kind of insight-supported foundation
that successful marketing programs require

A tablet with a black bezel and a silver border is shown against a light brown, textured background. The tablet screen displays a list of nine white text questions on a blue, abstractly patterned background. The questions are centered and arranged in a vertical list. The tablet has a circular home button on the right side.

Who and where are your customers?
How do you leverage/evolve their perceptions of you?
What do they consider valuable, rewarding, worthwhile?
How do they like to be engaged?
Where are they in the buying process?
How can you influence that process?
Why do your best prospects act the way they do today?
How are your best prospects likely to act in the future?
How do you transform these insights into results?

If We Do This Right...

We collect vital data and build predictive models
that create more customers

This success is replicated and continually improved upon

5 LIVE COMMUNICATIONS

*—when leveraging
its strategic power—
aggressively
drives
purchase*



A tablet with a black bezel and a silver edge is shown from a top-down perspective. The screen displays a presentation slide with a blue abstract background of overlapping translucent shapes. The text "A Live Communications strategy..." is centered on the screen in a white, sans-serif font. The word "strategy" is bolded. On the right side of the tablet, a circular home button is visible.

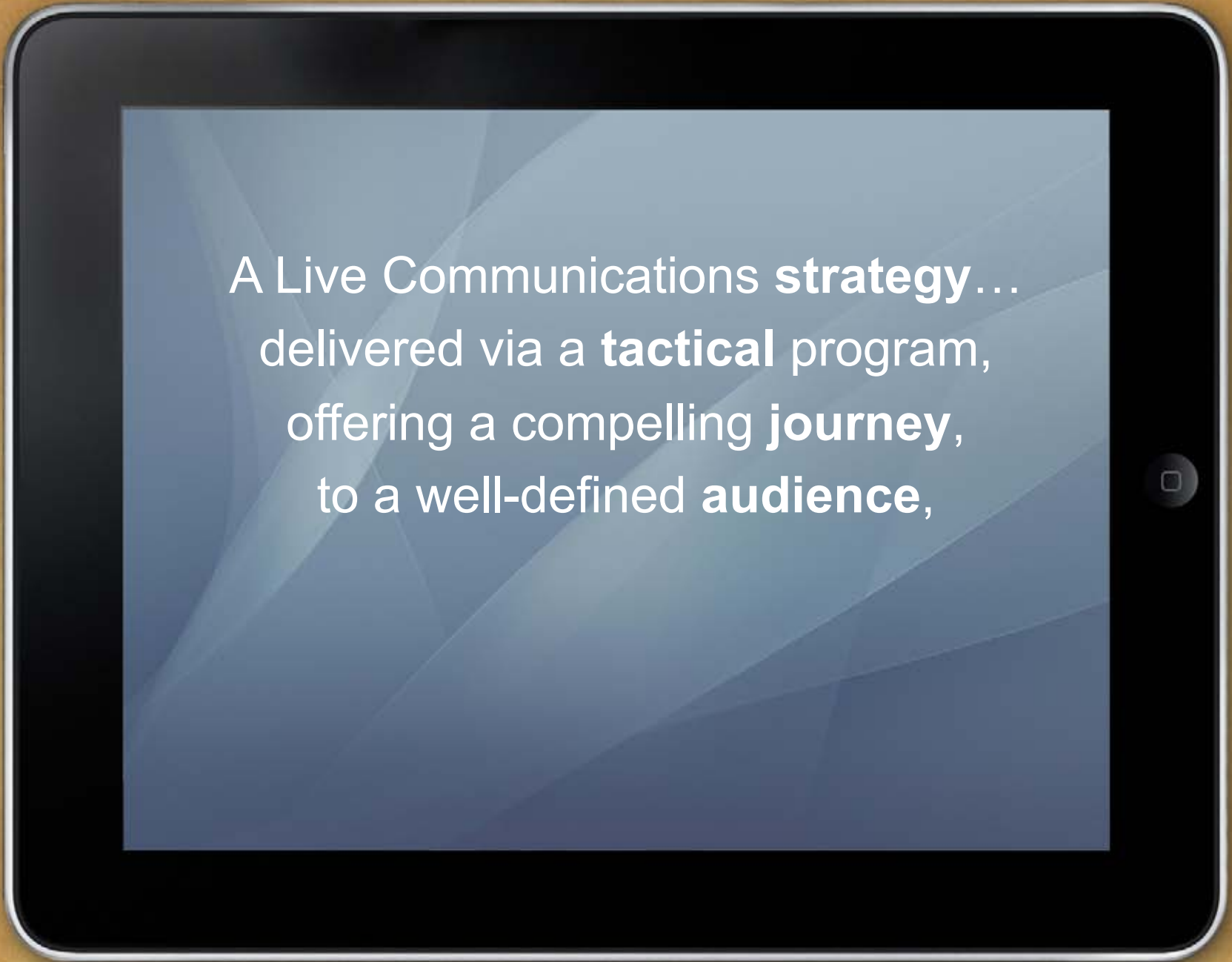
A Live Communications **strategy**...

A tablet with a black bezel and a silver edge is shown against a textured, light brown background. The screen displays a presentation slide with a blue abstract background of overlapping translucent shapes. The text on the screen is white and centered.

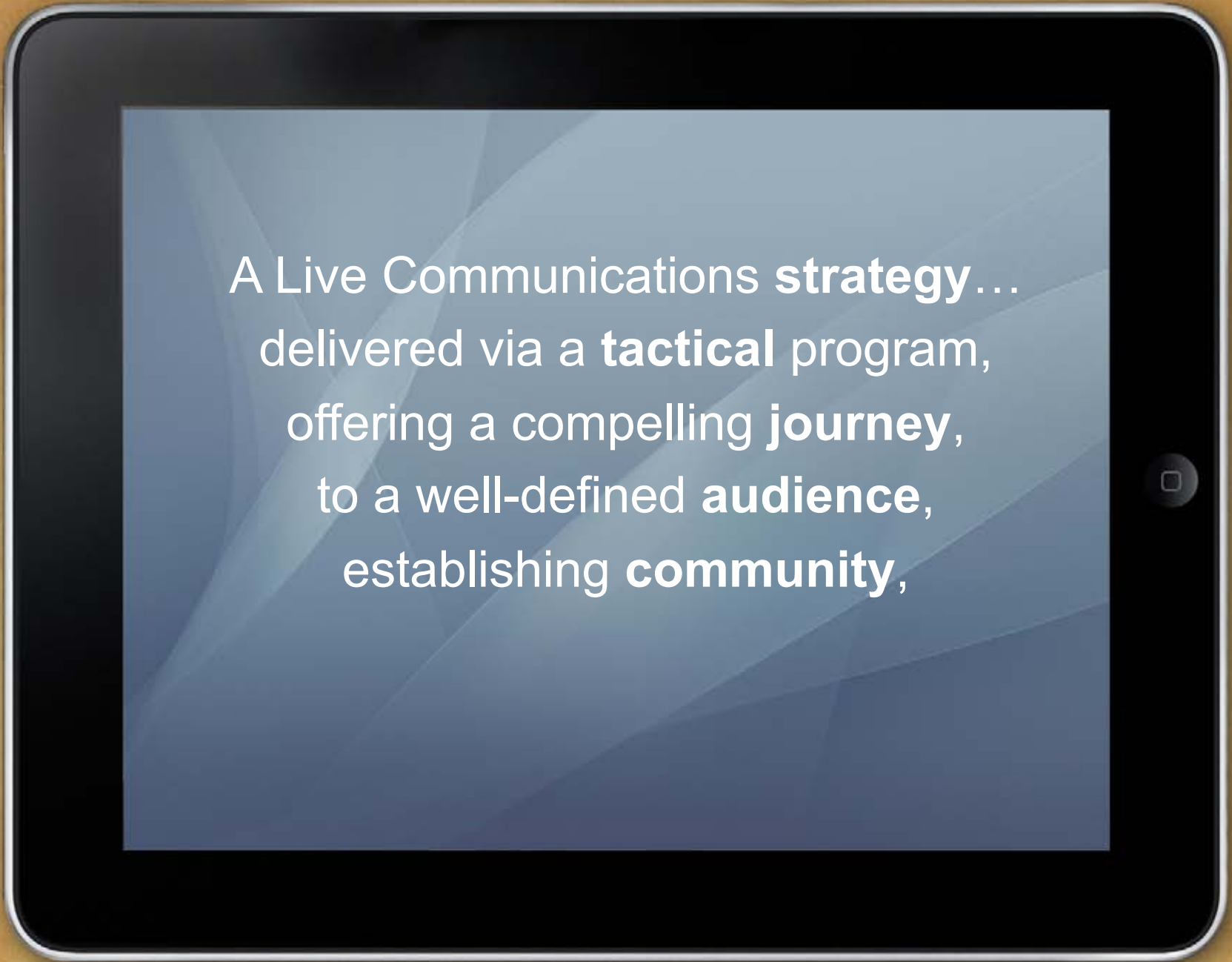
A Live Communications **strategy**...
delivered via a **tactical** program,

A tablet with a black bezel and a silver edge is shown against a textured, light brown background. The screen displays a slide with a blue, abstract, geometric background. The text on the slide is white and centered. The text reads: "A Live Communications **strategy**... delivered via a **tactical** program, offering a compelling **journey**,". The word "strategy" is bolded, and "tactical" and "journey" are also bolded. The slide is framed by a dark blue border.

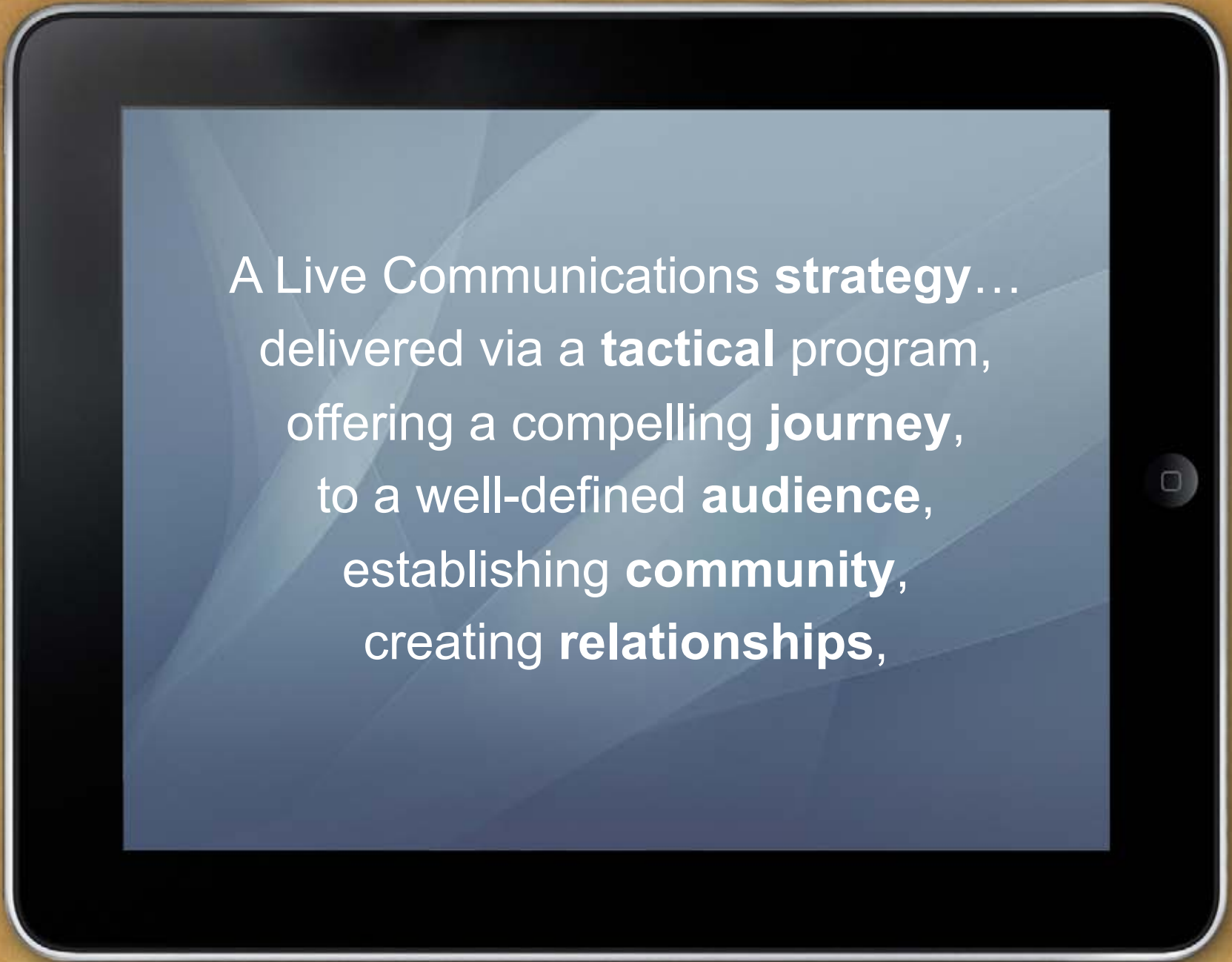
A Live Communications **strategy**...
delivered via a **tactical** program,
offering a compelling **journey**,

A tablet with a black bezel and a silver edge is shown against a textured, light brown background. The screen displays a blue-tinted slide with white text. The text is centered and reads: "A Live Communications **strategy**... delivered via a **tactical** program, offering a compelling **journey**, to a well-defined **audience**,". The word "strategy" is bolded, and "tactical", "journey", and "audience" are also bolded. The slide has a background of overlapping, semi-transparent blue geometric shapes.

A Live Communications **strategy**...
delivered via a **tactical** program,
offering a compelling **journey**,
to a well-defined **audience**,

A tablet with a black bezel and a silver border is shown against a textured, light brown background. The tablet screen displays a blue-tinted graphic with abstract, overlapping geometric shapes. Centered on the screen is white text. On the right side of the tablet, a circular home button is visible.

A Live Communications **strategy**...
delivered via a **tactical** program,
offering a compelling **journey**,
to a well-defined **audience**,
establishing **community**,

A tablet with a black bezel and a silver border is shown against a textured, light brown background. The tablet screen displays a blue-tinted graphic with white text. The text is centered and reads: "A Live Communications **strategy**... delivered via a **tactical** program, offering a compelling **journey**, to a well-defined **audience**, establishing **community**, creating **relationships**,". The words "strategy", "tactical", "journey", "audience", "community", and "relationships" are in bold. The tablet has a circular home button on the right side.

A Live Communications **strategy**...
delivered via a **tactical** program,
offering a compelling **journey**,
to a well-defined **audience**,
establishing **community**,
creating **relationships**,

FUNNEL

A Live Communications **strategy**...
delivered via a **tactical** program,
offering a compelling **journey**,
to a well-defined **audience**,
establishing **community**,
creating **relationships**,
leads measurably to
PURCHASE

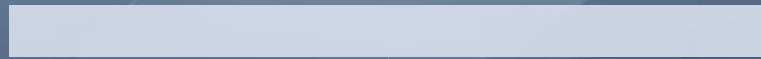
6 LIVE COMMUNICATIONS

is the most effective way to build a powerfully consistent and locally relevant global brand



**GLOBAL
STRATEGY &
TACTICS**

**LOCAL
STRATEGY &
TACTICS**



LIVE COMMUNICATIONS

**GLOBAL
STRATEGY &
TACTICS**

**LOCAL
STRATEGY &
TACTICS**

**Global
Positioning**

LIVE COMMUNICATIONS



**GLOBAL
STRATEGY &
TACTICS**

**LOCAL
STRATEGY &
TACTICS**

**Global
Positioning**

**Local
Relevance**

LIVE COMMUNICATIONS



**GLOBAL
STRATEGY &
TACTICS**

**LOCAL
STRATEGY &
TACTICS**

**Brand
Consistency**

**Global
Positioning**

**Local
Relevance**

LIVE COMMUNICATIONS



**GLOBAL
STRATEGY &
TACTICS**

**LOCAL
STRATEGY &
TACTICS**

**Brand
Consistency**

**Brand
Translation**

**Global
Positioning**

**Local
Relevance**

LIVE COMMUNICATIONS





7 **LIVE**
COMMUNICATIONS
is
just getting
started



New and exciting on many levels

Attracting fresh, innovative talent

Ability to get brands closer to customers—on an exponential scale—is highly effective, immensely efficient, and proven every day

Being embraced—even driven—by clients

An ROI machine

The future

*The Event
Business*



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TS480: Keynote: The Event
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CEU CODE: DW34

TOTAL SOLUTIONS MARKETING FOR THE EXHIBIT AND EVENT PROFESSIONAL

conference: July 13-15, 2010



expo: July 14-15, 2010