

RE-IMAGINING B2B EXPERIENCES IN A DISTRIBUTED WORLD



Lynn Lester

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The Drum.



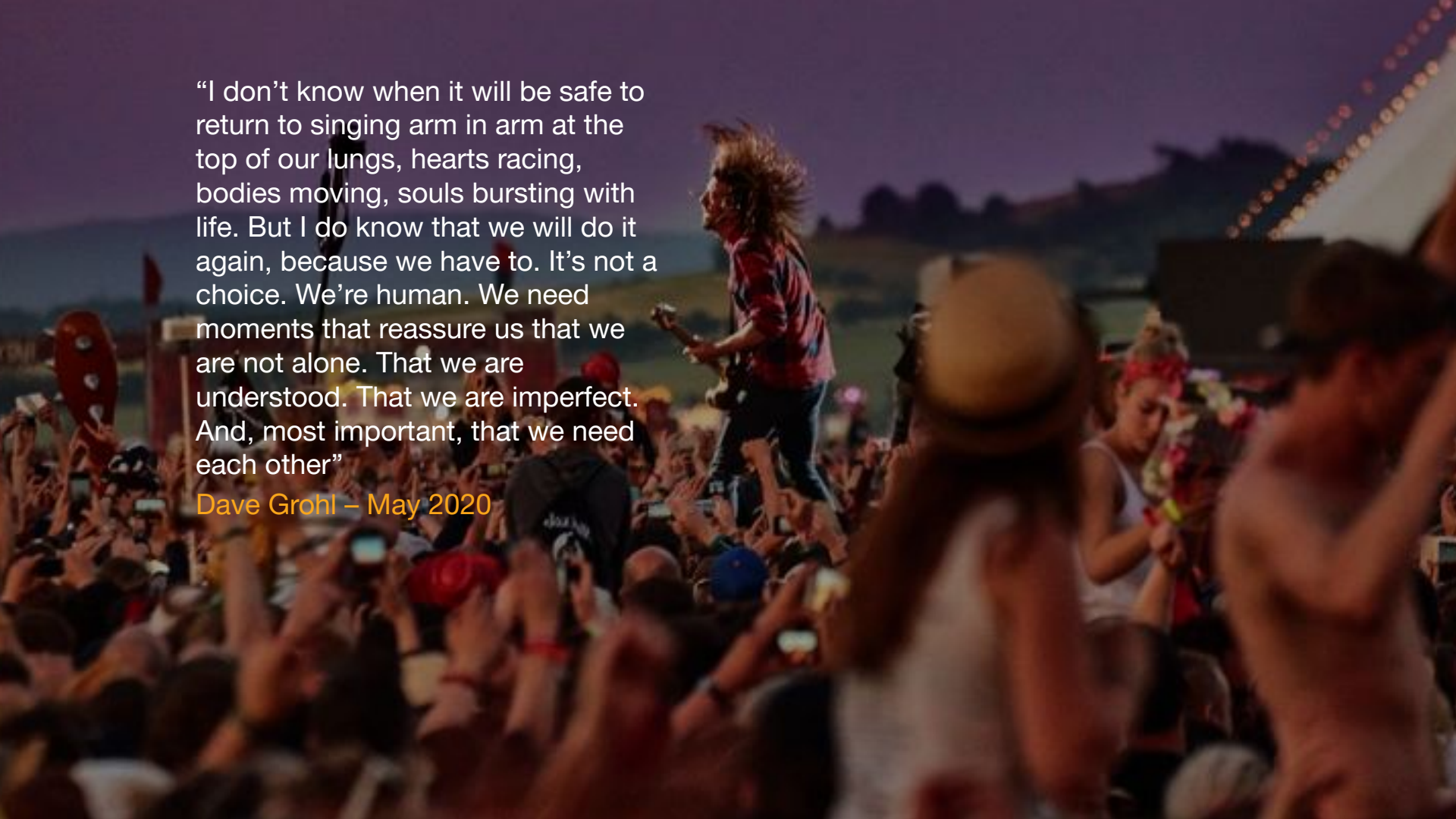


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REIMAGINING EVENTS
- FOR AN EXPERIENCE FIRST, DIGITALLY ENABLED
WORLD

Once upon a time!



A photograph of a musician performing on stage at a festival. The musician is wearing a red and blue plaid shirt and has long, spiky hair. They are playing an electric guitar and are surrounded by a large crowd of people. The background shows a sunset sky and some festival structures. The text is overlaid on the left side of the image.

“I don’t know when it will be safe to return to singing arm in arm at the top of our lungs, hearts racing, bodies moving, souls bursting with life. But I do know that we will do it again, because we have to. It’s not a choice. We’re human. We need moments that reassure us that we are not alone. That we are understood. That we are imperfect. And, most important, that we need each other”

Dave Grohl – May 2020

A wooden signpost with four directional signs. The signs are made of light-colored wood and are mounted on a weathered wooden post. The signs point in different directions: 'WORK' points left, 'CAREER' points right, 'HEALTH' points left, and 'FAMILY' points right. The background is a clear blue sky with some white clouds.

WORK

CAREER

HEALTH

FAMILY

On the one hand

75%

Of B2B decision makers prefer remote human interactions or digital self service*

70%

Of B2B decision makers are open to making fully self service or remote purchases +\$50k

27%

Of B2B decision makers are open to making fully self service or remote purchases +\$500k*

And the other

85%

Of us prefer in-person for building stronger, more meaningful business relationships

79%

Of us say face to face meetings are essential for long-term business relationships

72%

Of us say we are influenced by looks & handshakes

A beautiful tension!



B2C/B2B/H2H



**Engaging hearts & minds
is essential**





Engage multiple senses



Be transported to the Isle of
Skye with an immersive
tasting experience at home

THE TALISKER TASTING EXPERIENCE

Now available on Amazon Alexa




[drinkaware.co.uk](https://www.drinkaware.co.uk) for the facts





Leverage moments of truth

A photograph showing a cabin crew member in a red uniform standing by the open rear door of a black car, handing a document to a passenger. The passenger is smiling and looking at the document. The scene is set in a well-lit, modern interior, possibly a hotel lobby, with a large, curved, woven light fixture in the background.

Virgin Atlantic has built a successful service offering based on moments of truth

Get personal

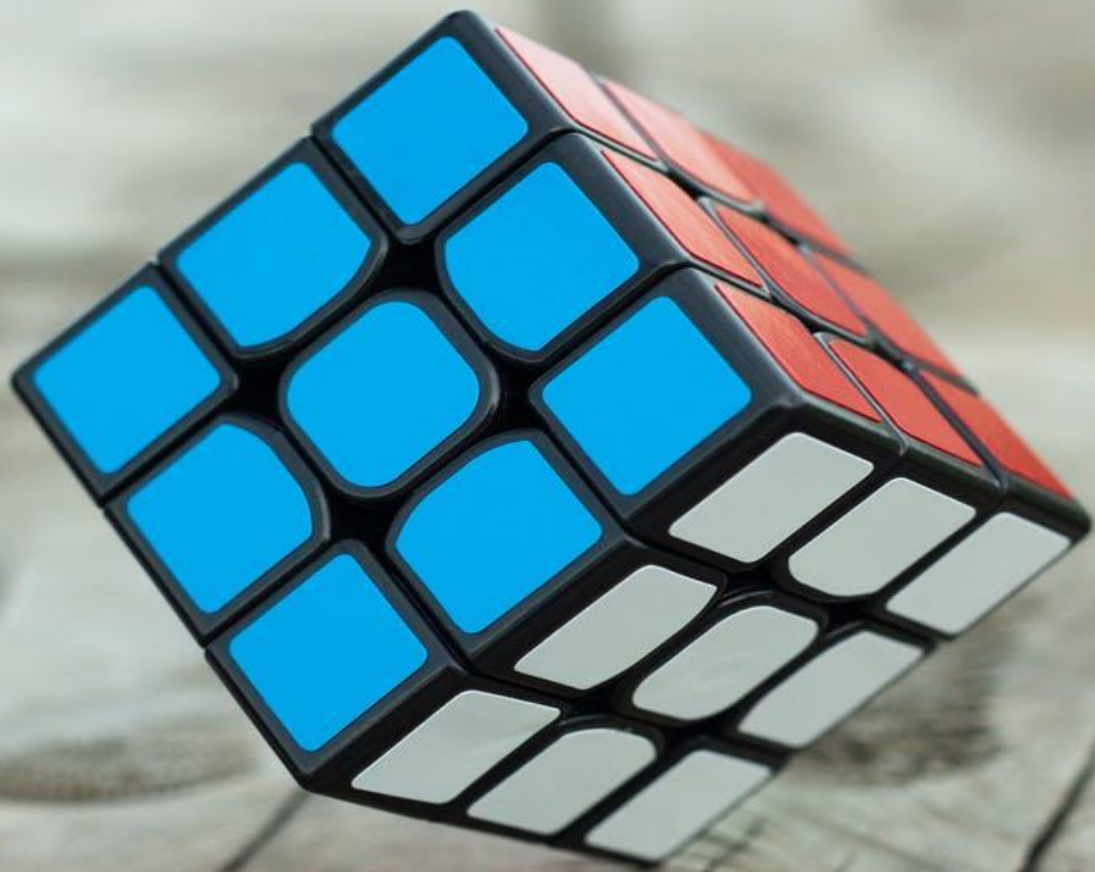


1.TRANSFORMATION

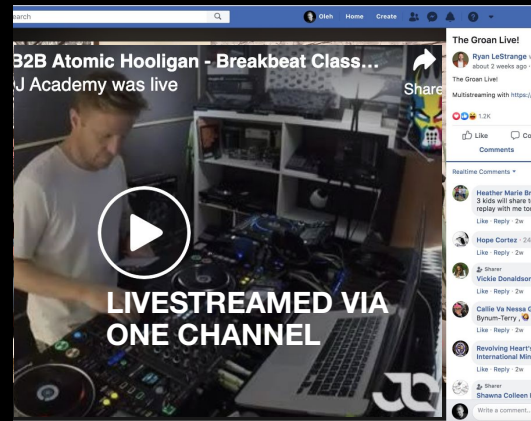
**“DON'T TRY AND MAKE A
FASTER CATERPILLAR BUT TO
REIMAGINE THE BUTTERFLY
EQUIVALENT”**

NIGEL VAZ, CEO PUBLICIS SAPIENT





From ordinary to...?



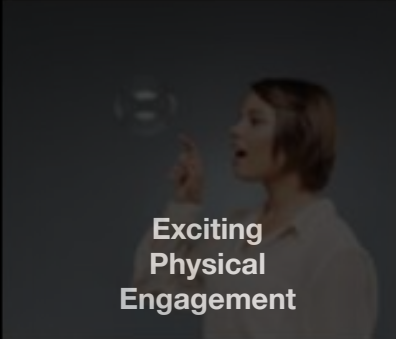
Extraordinary!



LIVE

**Unmissable
Live
Experiences**

+



**Exciting
Physical
Engagement**

+



**Outstanding
Production
Quality**



2. KPIs

BE CLEAR ON WHAT YOU
WANT TO ACHIEVE









PULL



**FREE
ENTRY**





3. EXPERIENCE

CONSIDER THE GUEST
EXPERIENCE

- A) CORE
- B) EXTENDED



People will forget what you said,
people will forget what you did, but
people will never forget how you
made them feel.

Maya Angelou

Integrated ecosystem

INTERACTION

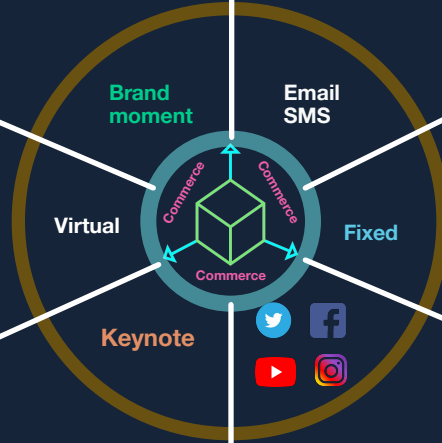
COMMUNICATION

MEDIUM

EXPERIENCE

CONTENT FORMATS

SOCIAL INTEGRATION



Integrated ecosystem

INTERACTION

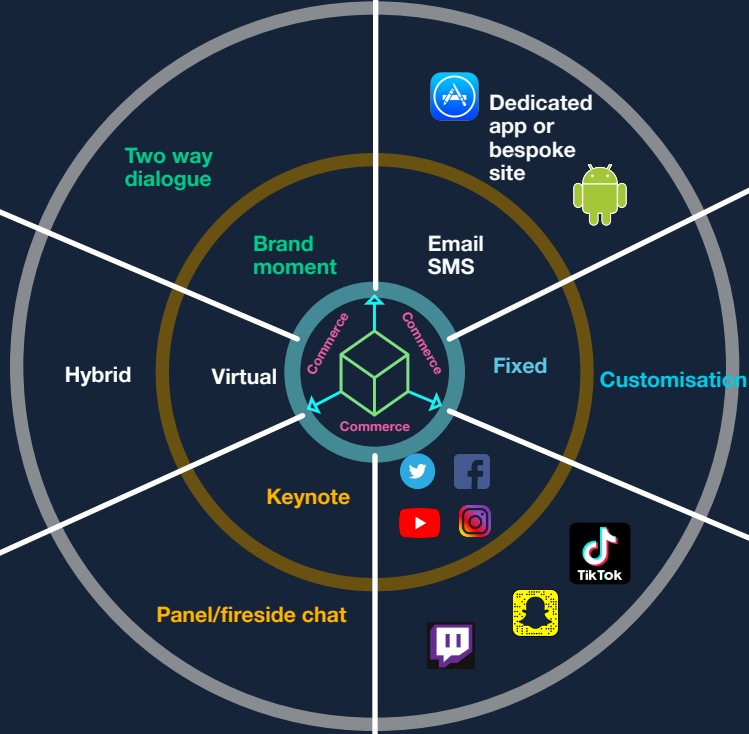
COMMUNICATION

MEDIUM

EXPERIENCE

CONTENT FORMATS

SOCIAL INTEGRATION



Integrated ecosystem

33

INTERACTION

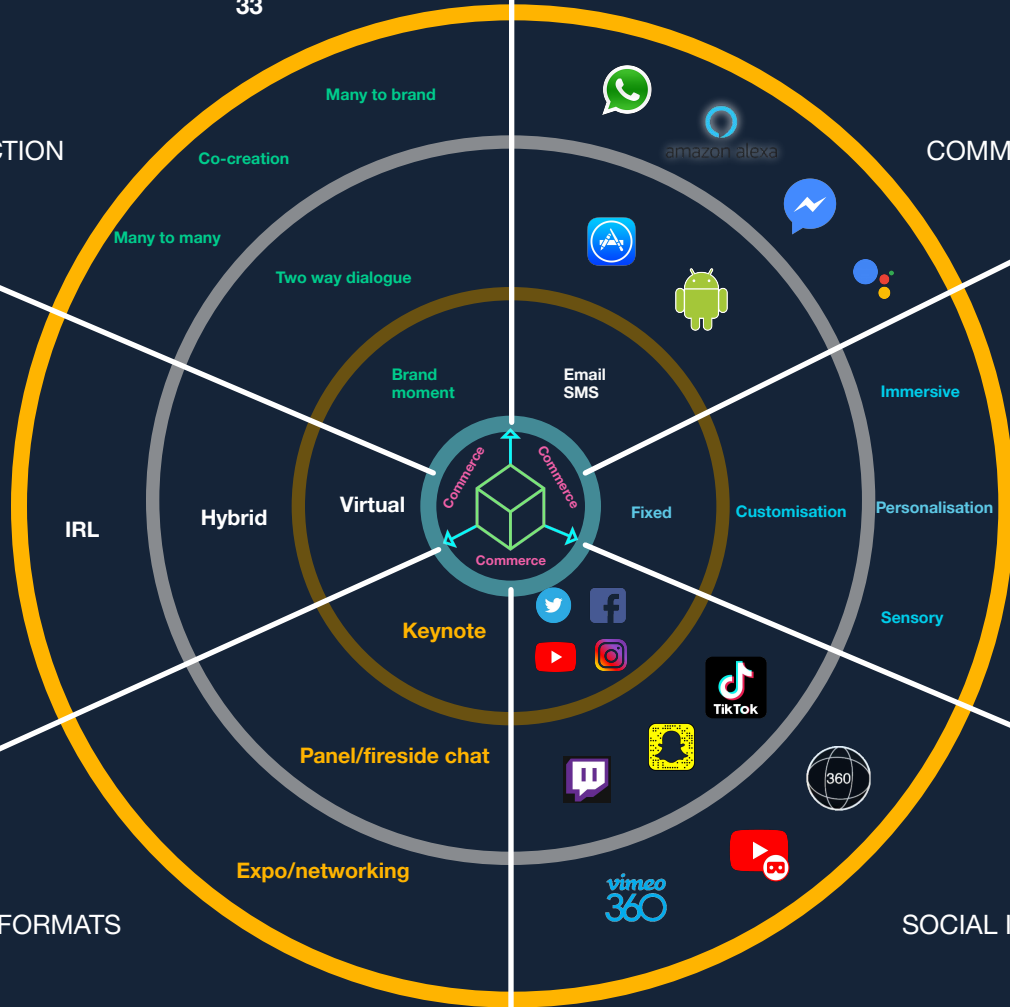
COMMUNICATION

MEDIUM

EXPERIENCE

CONTENT FORMATS

SOCIAL INTEGRATION



**CONTENT
IS KING**



**DECIDE WHAT'S BEST
FOR YOUR EXPERIENCE
- ON DEMAND VS LIVE**



T H E

E N D

**CONSIDER THE
FULL UX &
DIGITAL
JOURNEY**





**TEMPORARILY
CLOSED FOR
CONSTRUCTION**

4. PLATFORMS

- LEVERAGE TECH TO ENHANCE & ENRICH NOT REPLACE THE EXPERIENCE



RETURN ON EXPERIENCE (ROE) - A POTENTIAL FRAMEWORK

Depth of Engagement

Is the experience deeply
engaging or just superficial?
Does it maximise connection
time?

Brand Memorability

*How sticky is the experience?
Do people associate the
experience with you?*

Intent to Act

*As a result of the experience,
how likely are people to act?*

SO IN CLOSING





**Experiences are
dead...
...long live
experiences.**