

Why events work

90% 

Millennials + Gen Z
say they would rather share a picture of an event than new clothing or accessory items.

(Harris & Eventbrite)

8sec 

Average attention

The average attention span of a millennial's consuming advertising.

(Microsoft)

69% 

Millennials

experience FOMO — the epidemic “fear of missing out” on amazing experiences.

(Harris & Eventbrite)

 65%

Marketers

reported seeing a direct sales lift as the result of event and experiential marketing.

(Benchmark and Trend Report)

 84%

Leadership

believe in-person events are a critical component of their companies success.

(Benchmark and Trend Report)

 54%

Brands

believe that events are the most effective marketing channel compared to any other marketing channel.

(Harvard Business Review)

 1/3

CMOs

plan to devote 21-50 percent of their budget to event marketing.

(Freeman Experience Study)

 78%

Millennials

prefer to spend more money on experiences versus material things.

(Harris & Eventbrite)

N°1

How is success measured?



N°2

How do you want your guests to feel?

N°3

What do you value most at an event?

N°4

What passion points are you tapping into?

N°5

Who is your target audience?

N°6

What are your goals + objectives?

N°7

What message do you want to amplify?



N°8

What do you want your brand perception to be?