

AUGUST **aj** JACKSON

..... 2022 .....

# EVENT TRENDS CHECKLIST



Our team at August Jackson has helped create hundreds of events that build meaningful engagement and inspire communities. We know the challenges organizations often face when hosting important events and milestone moments.

We've created a checklist of best practices and actionable steps that will help you **leverage the biggest event trends of 2022 as you prepare for your big moments this year.**



# DETERMINE THE RIGHT MIX OF IN-PERSON AND VIRTUAL

Hybrid is here to stay, and that means figuring out the right mix of in-person and virtual elements for your event. The two should complement, rather than compete with, each other to create a truly dynamic experience for all attendees. Consider the following questions to determine the right balance for your event:



## **What are your event objectives?**

Some goals, like intimate connection, are better suited for in-person moments, whereas others benefit from the wide reach of the online world.



## **Who is your target audience?**

Consider your audience personas: what they care most about, how they like to learn and engage, and the commonalities - or differences - between them.



## **How can you make your event more accessible to reach a wider audience?**

Offering online access to your event removes many barriers to attending, one of the big benefits of hybrid. Be sure the digital experience is also inclusive by following accessibility standards like the Web Content Accessibility Guidelines (WCAG).



## **What is the driving narrative of your event? What stories are you telling?**

Think about what stories you are telling and the best formats to share these messages.



## **What health and safety requirements do you need to meet?**

How will you transparently communicate those requirements and the way you are addressing them?



## **What technology can you use to blend the in-person and virtual experience?**

Registration should be seamless for both audiences, with easy navigation between the two worlds. Can the audience mix-and-match sessions or change their preferences about how they want to attend?



# IDENTIFY MOMENTS FOR PERSONALIZATION

Having insight into your audience is the starting point to offering a more individualized event experience. Make sure to integrate the data between your event platform, website, and CRM tools. With those audience data and insights, you can identify key moments for personalization by thinking about the following touchpoints:



## Pre-event communication

Set expectations with your event invitations and provide opportunities for pre-event engagement to build excitement and anticipation.



## Registration

Allow guests to select their preferences, switch between in-person and online choices if needed, and seamlessly access the event platform.



## Event engagement

Recommend relevant, curated content to each guest based on their preferences and any previous experiences. Allow time and space for conversations and networking opportunities. Craft a journey that guides the audience from touchpoint to touchpoint.



## Call to action

Be intentional about how you're convening conversations and activating the community. Be specific about the action you are asking the audience to take and why it should matter to them personally.



# DESIGN FOR THE USER'S JOURNEY AND EXPERIENCE

An intentional, insightful event design strategy keeps the user's journey and experience at the center. At August Jackson, we use four key tenets to create an experiential event design. Does your event incorporate them all?



## Fundamentals

Make sure the basics are in place to allow communities to convene comfortably.



## Continuity

Maintain a consistent brand, story, and message throughout the experience.



## Immersion

Make the audience a key part of the story, transporting them through time and place.



## Connection

Foster connection between the audience, the brand, and the larger community with intentional interactivity.



# CHOOSE THE RIGHT EVENT TECHNOLOGY

There's no one-size-fits-all solution for building the right combination of technology for your event. The most effective tech stack really depends on your goals, needs, and budget. That said, there are some fundamental considerations to think about as you build that tech stack:



## The event platform

Will your event be video-based? Are you planning to create an immersive digital experience? Will the event be online, in-person, a mixture of the two? Do you need a customized platform?



## Content mix

Will the content be live or pre-recorded? Are you including panels, forums, watch parties, augmented reality experiences, or gamification tools? For hybrid events, how will the in-person and digital experiences work together?



## Communication and networking

How will your guests interact with speakers and network with each other? Do you need robust chat functions? Will you need chat moderation?



## Current capabilities

What tools and technologies does your organization already have? What are your current video and audio production capabilities?



## Sustained engagement

What assets are you creating for the audience to engage with before, during, and after the event? How can these assets be remarketed during future campaigns and events? Will you need a digital hub where people can return to and continue to engage after the event is over?



# ENSURE YOUR EVENT IS BUILT FOR SUSTAINED, ON-GOING ENGAGEMENT

The new digital landscape and recent leaps in technology have propelled forward opportunities for ongoing engagement centered around an event like never before. There are three major stages to building sustained engagement:

- ☐ **Create a slow build-up of pre-event excitement**  
Start building relationships and providing opportunities for engagement from the beginning. Group chats, networking opportunities, live polls, and bite-size content prepare the audience for what is to come.
- ☐ **Ignite a big burst of activity during the event**  
Capture the energy from a flurry of event activity with thoughtful engagement strategies that build on the pre-event activities and lend themselves to post-event engagement.
- ☐ **Foster a steady stream of post-event engagement**  
Allow the audience to revisit content from the event, maintain the relationships they built with post-event networking opportunities and return to an event-specific digital hub.

Use this checklist as the launching pad for thinking about your events this year. It's the starting point for important conversations about driving meaningful engagement. But every event is unique and the best way to leverage each of these trends to meet your needs will be nuanced.

If you'd like to dig deeper into how each of these elements fits your goals, and how to best incorporate them into your event, let's talk. **We'd love to hear more about your priorities this year and help you create a richer experience with deeper engagement.**

CONTACT US

