

SHOW.

INTERACT.

ENGAGE.



A MANIFESTO

ON SMART EVENTS

BY ICF MOSTRA



WE BELIEVE...

... that every event can be a powerful communications tool.

It's a chance to show what you need to share. An opportunity to interact with the right people, and let them interact with each other. It's a springboard for people to engage with what you stand for. To give your message a multiplied life beyond the event.

AN UNFORGETTABLE EVENT STARTS WITH VISION.

Your goals seen through the eyes of creativity, transported by today's latest tools, and guided by the steady hand of pragmatism. Our event philosophy is built on multi-disciplined expertise, broad experience and an intimate working knowledge of human behaviour.

Our approach gives importance to each and every stage in the journey, and it IS a journey. Because an event is more than a blink in time. It has a before, during and after.

People make events. Smart Events make each one

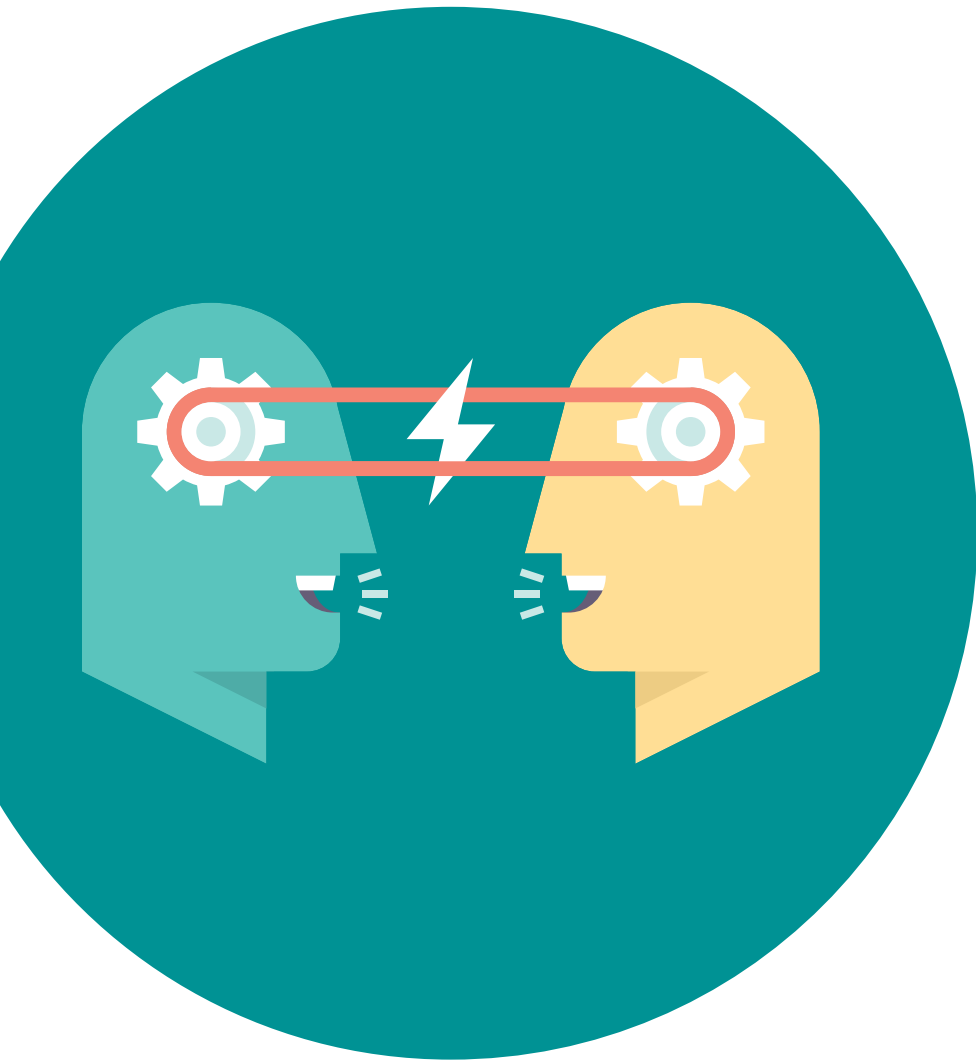
A UNIQUE EXPERIENCE.



**WHEN
IS AN EVENT
NOT AN EVENT?**



**WHEN
IT'S AN
EXPERIENCE.**



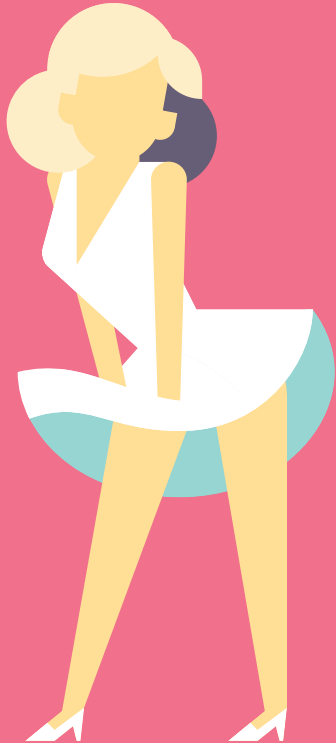
DEFINE.

A *smart plan of actions* to take you to your goal (otherwise known as the destination). So this is when we get together to talk, listen, question, analyse and – most importantly – think.

YOU ALSO NEED AN IDEA.

A single concept to hold everything together, inspire people to come, and carry your event to glory.

That's the plan. *Skip at your peril.*



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TEASE.

Let's assume people have other things to do than attend yet another event. (Shocking!)

HOW CAN YOU WOO THEM?

This is no time to reveal all.

You need to gently arouse curiosity.

Make people intrigued.

Get on their radar.

If you were a restaurant, this phase would be the wonderful kitchen smells reaching out to your hungry customer. Make them wait.



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BUZZ.

Desire for your event can come from many sources. If you play it right, those sources will include your potential attendees.

People love to talk so we'll help you give them

SOMETHING TO TALK ABOUT.

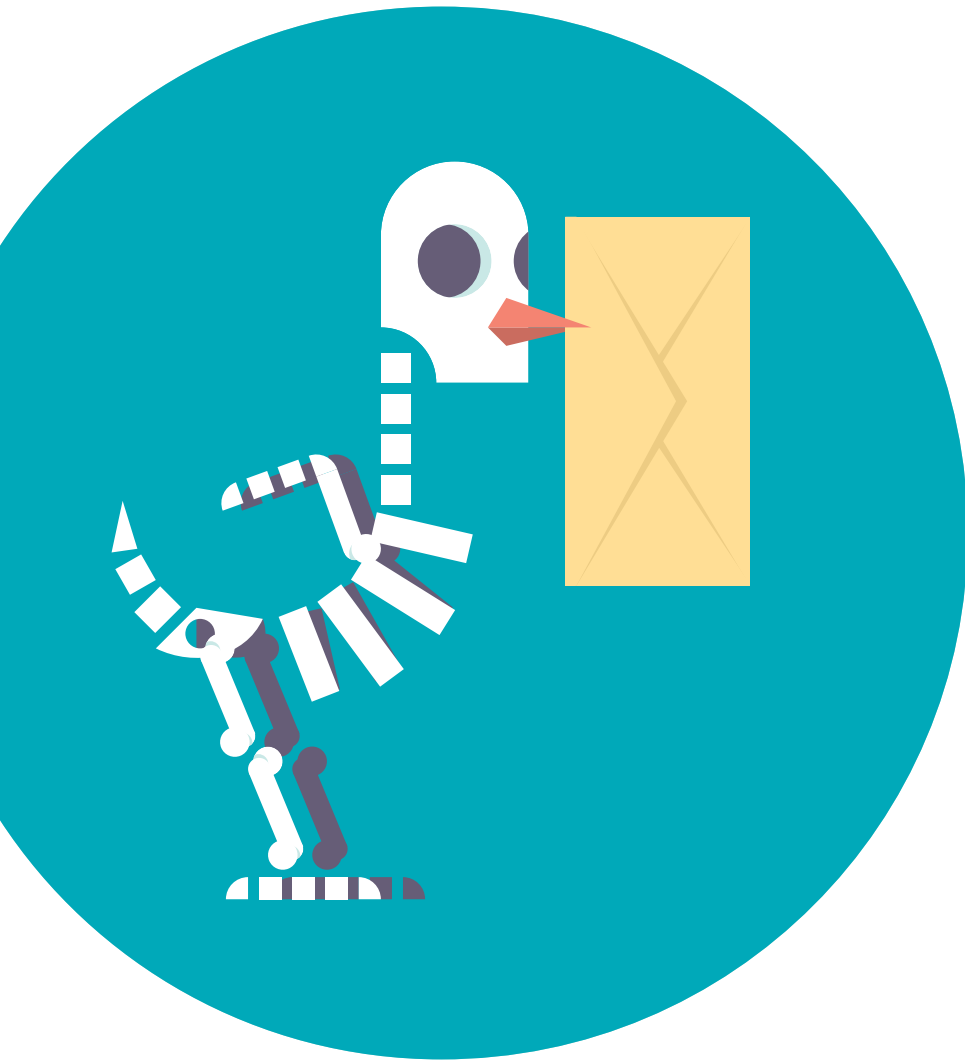
Via social media. And by using a few other tricks we have up our sleeve.

Before long, they're *hooked*.

There's tension in the air.

They want to know more.

Suddenly, your event is irresistible.



INVITE.

Here's the moment they've been waiting for (you hope).

Your target feels like they just received the Golden Ticket (you wish).

Of all the moments leading up to your event, you really do want this one to work.

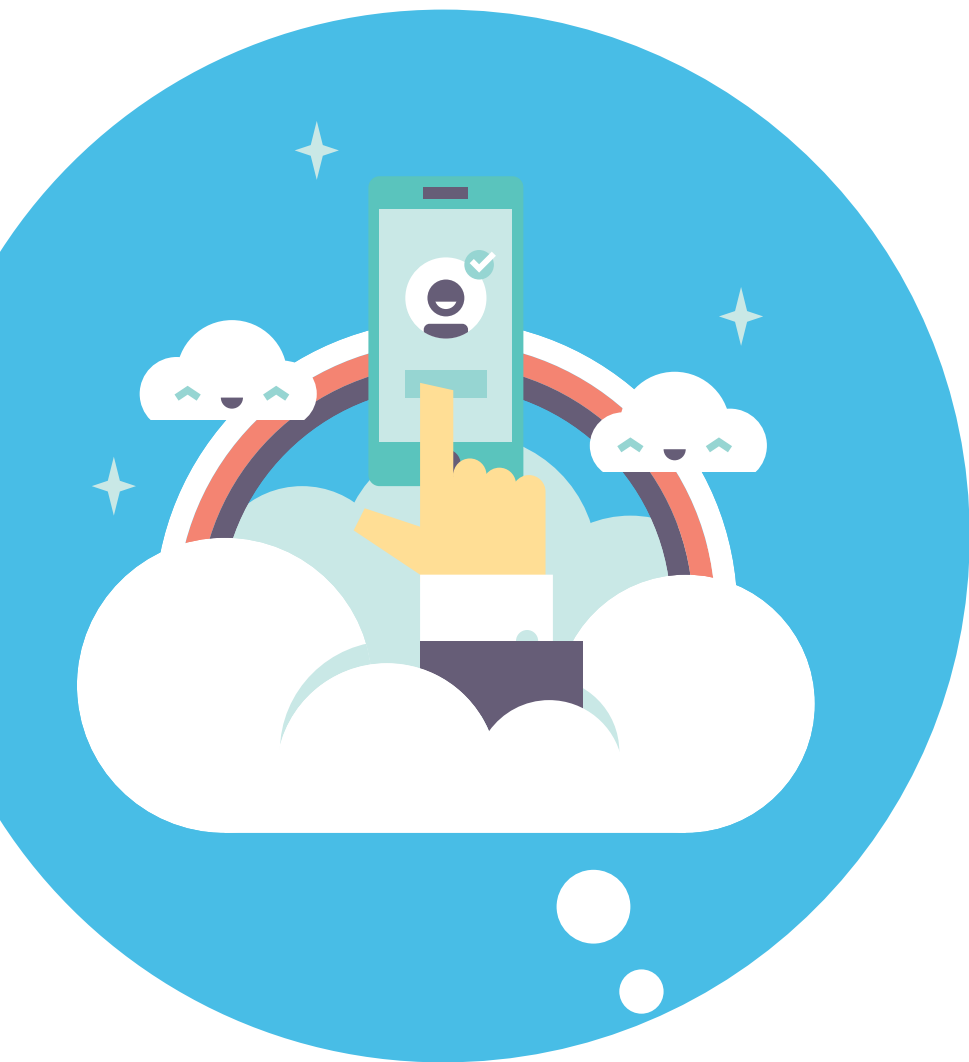
It's make or break time. And we're talking about Time measured in nanoseconds.

The time it takes for your recipient to decide:

TREASURE OR TRASH.

No stress then.

By the way, what's your strategy if only 5 people answer for your 500 seat gig?



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REGISTER.

You can stop holding your breath now.

THEY'RE REGISTERING IN DROVES.

They can't wait. It's like a stampede.

*Of course, your registration tool makes
the whole thing beautifully quick and slick.*

All the right people are signing up.

When they register, it's

a seamless, quality experience.

*A gratifying taste of the quality that awaits
them at this Event of the Century.*

Or is this all in your dreams?



COUNTDOWN.

That final gap in the calendar is not a vacuum. It's valuable real estate where you can build excitement, anticipation and interaction.

The latest digital tools can help you to get people exchanging views, commenting and networking well ahead of meeting up.

We can even do smart matchmaking, aligning compatible profiles of skillsets and interests, to

GET CONVERSATIONS ROLLING.

All framed within the branded concept of your event. In a way, your event has already started. Your participants are participating.



VENUE.

If the venue sucks, nobody will remember the budget was tight. The basics are easy. Power points, chairs, overhead projectors...

Think about who you're inviting.

Is it humane to enclose a bunch of wildlife experts (or anyone) in a windowless room?

Is the Taj Mahal too big for 30 delegates?

Could there be a more original venue out there?

An unexpected offbeat space to pleasantly surprise your participants?

Get it right and your event will make history – for all the right reasons

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“THERE’S NO
SECOND CHANCE
TO MAKE A
FIRST IMPRESSION.”



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WELCOME.

*Your precious cargo of delegates is here!
As you greet them, they're already beginning
to rate the event.*

IS THERE A SMILE OR A SNARL?

*Helpful info or general confusion?
In a perfect world, you've already been messaging
them via the custom phone app we set up for you.
Think hard about that first point of physical contact.
It sets the tone.*



ATMOSPHERE.

Control the mood and you control the event. We're not talking about soft lights and lift music – unless you are hosting the Annual Lift Music Convention.

When your starting point is an empty venue, filling it with an emotion or vibe takes flair.

OPTIONS ARE LIMITLESS.

Multimedia displays, live acts, colour, sound, sculpture, textures, the list goes on.

An image to stop them in their tracks.

A word to plant in their mind. Even waiters dressed as lawnmowers, if it's relevant.

Everything depends on your goals, your participants and your over-arching event concept.



OPENING.

The moment at last, the one you thought would never arrive: The Beginning.

Your participants are expecting quite a show. They want smooth presentation, mind-bending insights, fascinating speakers, and a dash of new thinking to spice things up.

you need to keep them on the edge of their seats.

Turn things upside down. For instance, instead of the “no mobile phones” rule, why not tweet a question and get them to tweet their answers back.

There are no rules.

It's just whatever works.



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BREAK.

“Ah, coffee!” they all say as they spill out of the auditorium. What they really mean is: “Ah, networking!” This is why, in the age of the webinar, face-to-face events are still so relevant.

This is why breaks are more than just coffee and chocolate biscuits.

This is why we have magical tech tools to optimise each in-between time.

So please, please, please, have more than one.

**EACH BREAK IS WHERE
VALUABLE INTERACTION
HAPPENS.**

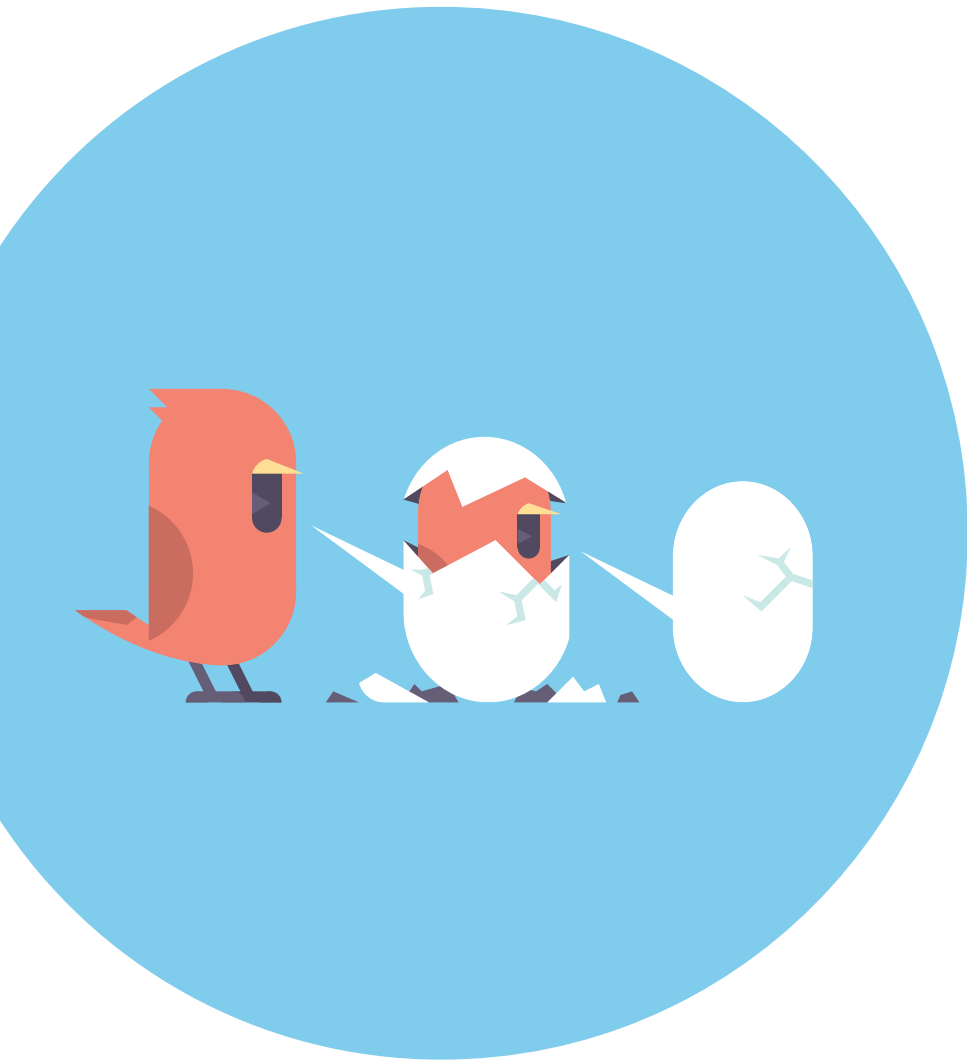
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“DO WHAT YOU DID
IN THE BEGINNING
OF A RELATIONSHIP
AND THERE WON'T BE
AN END.”



WRAP-UP.

Everything's gone brilliantly, according to plan. Your speakers were great, your attendees electrified. The closing address now calls for a sense of ceremony. We can help you find just the right balance for that. You might consider adding a digital treat as a parting gesture, a tap & click friendly way for everyone to stay in touch. This will be an event to remember.

AND KEEP PEOPLE TALKING.



MULTIPLY.

Your event doesn't stop there.

You've put in place all the tools to

MAKE THE IMPACT LAST.

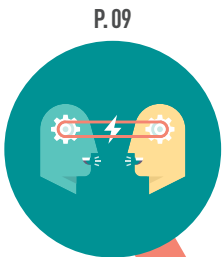
So your participants become multipliers.

Blogging, chatting, interacting, commenting, sharing. You've done everything it takes

to get people engaged with your mission.

So those influencers you prayed would turn up are now your staunchest ambassadors.

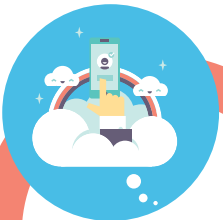
But remember, none of this simply happened by itself. (That sentence is worth reading again.)



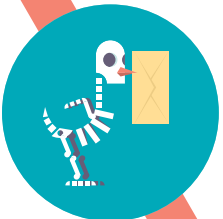
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