



INVISION CAPABILITIES

/ IVC – Our Unique POV



The world is changing...

And as it grows increasingly digital, live events give brands and leaders the opportunity to break through the noise and capture attention, build mindshare, and strengthen trust while giving people the unique opportunity to establish and build deeper connections with others.

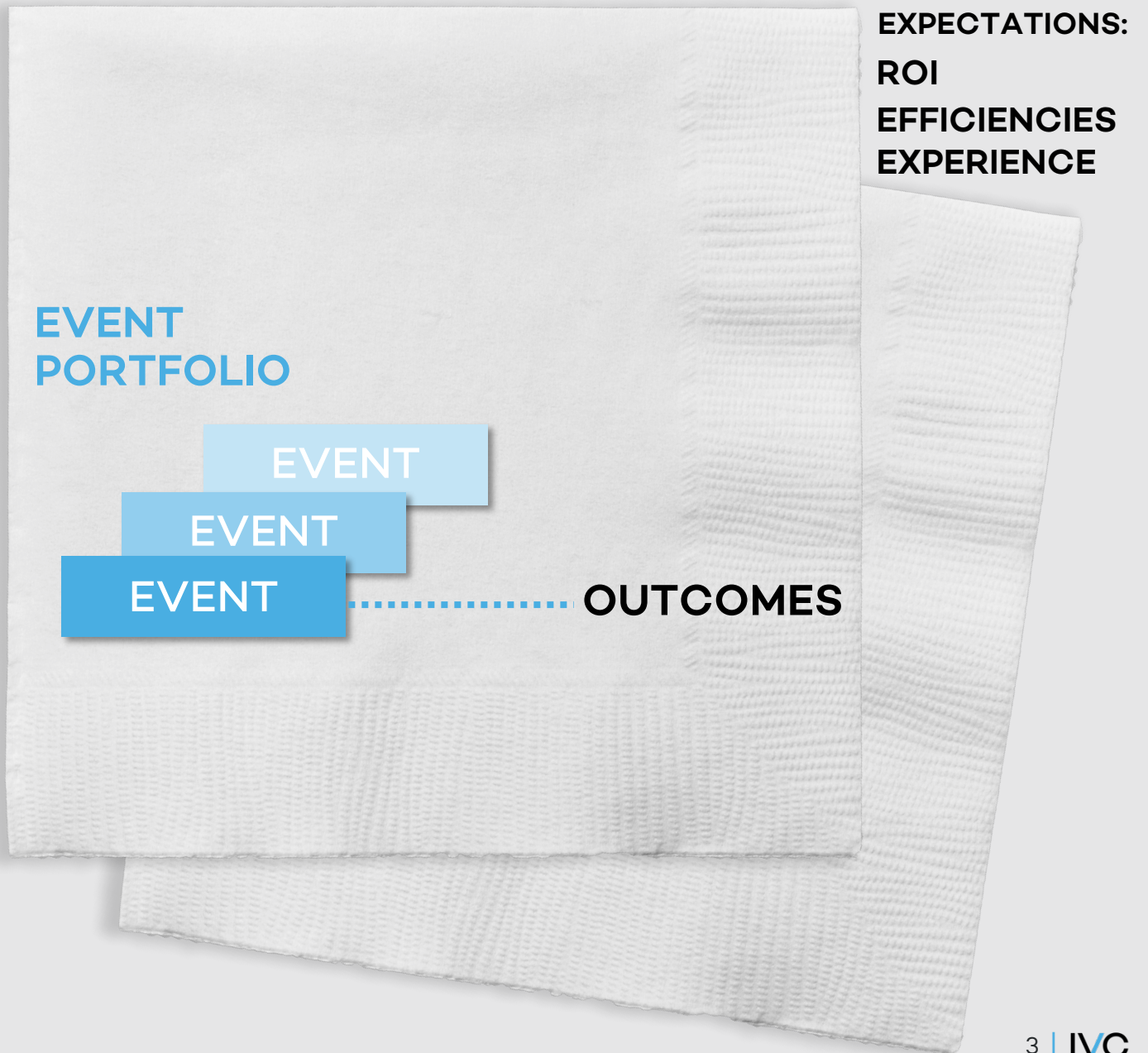
This energy and enthusiasm around live events is great news for anyone that is passionate and responsible for bringing events to life.

But, the brighter the spotlight, the greater the expectations and pressure.



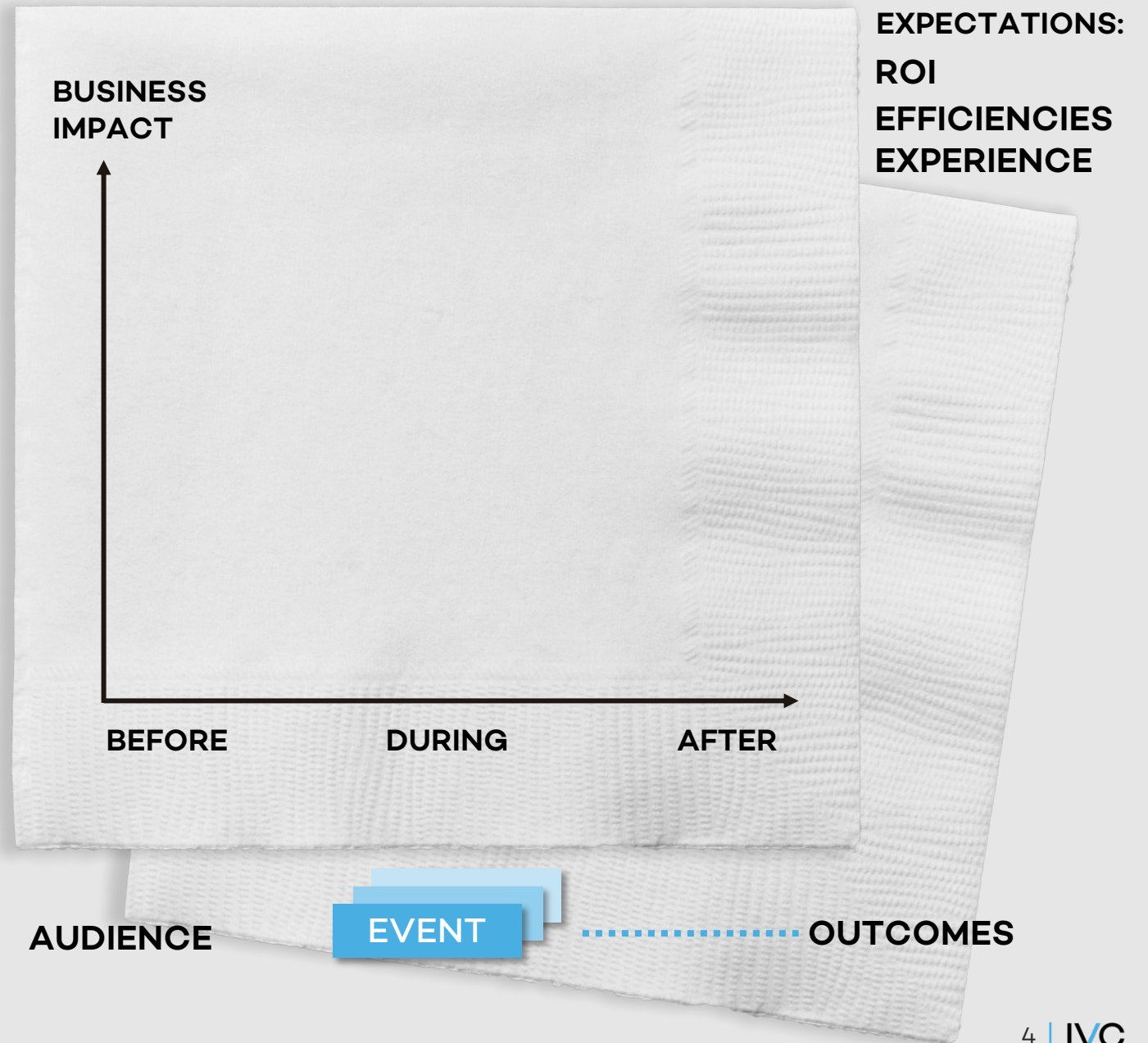
Year-over-year, event teams are pressured to do more and achieve more with even fewer resources. You must find ways to drive **efficiencies**, sometimes across a **whole portfolio of events**.

You're expected to demonstrate the event's **ROI** while connecting the dots between each event and your strategic **business outcomes**, all the while achieving greater efficiency without compromising the **audience experience**.



It's a noisy world. Consumer and employee expectations are through the roof. Attention is scarce as everyone competes for each others' time and attention, making it more and more difficult to consistently attract the right audiences and keep them engaged throughout your event: **before**, **during**, and **after**.

And, when you think about it, the greatest amount of **business impact** occurs **during** the event—a live opportunity to break through the noise.



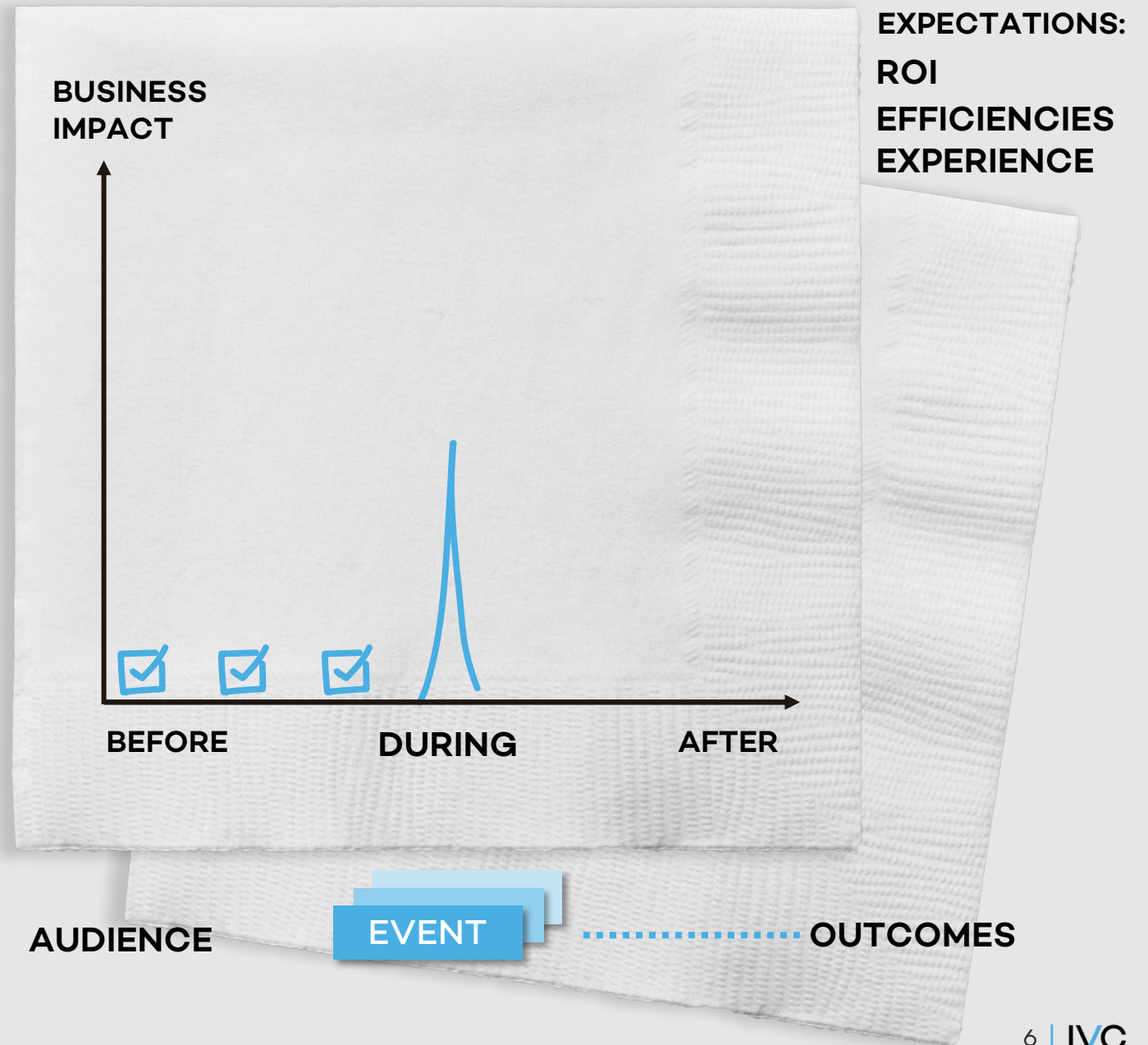
With so much riding on the event and the many moving parts that must come together, most energy and planning is focused on what will happen during the event.

Yet when you consider the amount of time that passes before and after, the event itself is just a “**sliver in time.**”



As a result of this narrowed focus on the event, the goal of engaging the audience from beginning to end falls by the wayside.

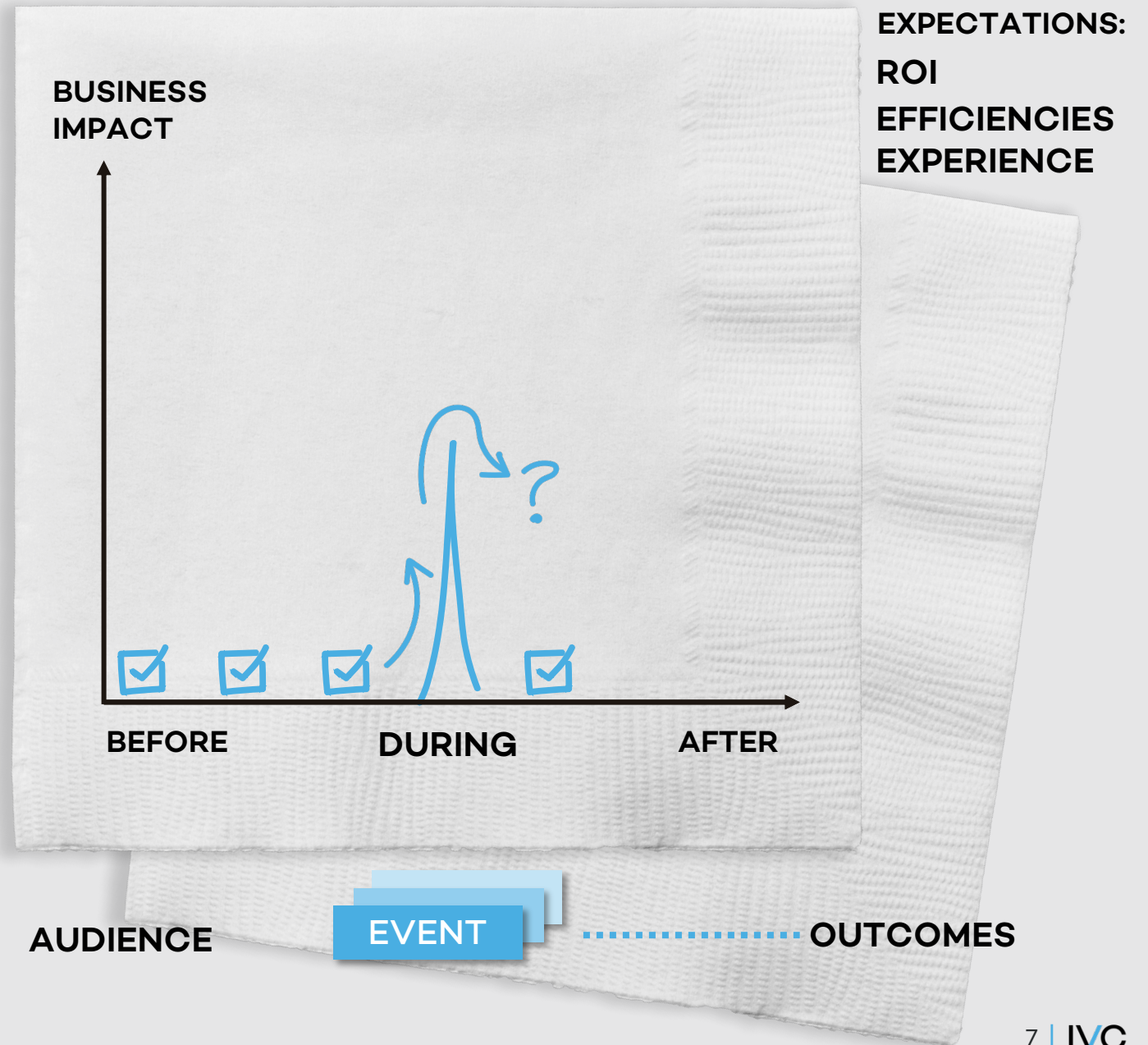
For example, before the event, there's often the tendency to resort to checking the **same communications boxes**, like a "Save-the-Date," registration reminders or speaker announcements.



When it comes to the follow-up after the event, it's all too common to rely on a one-and-done **post-event survey**.

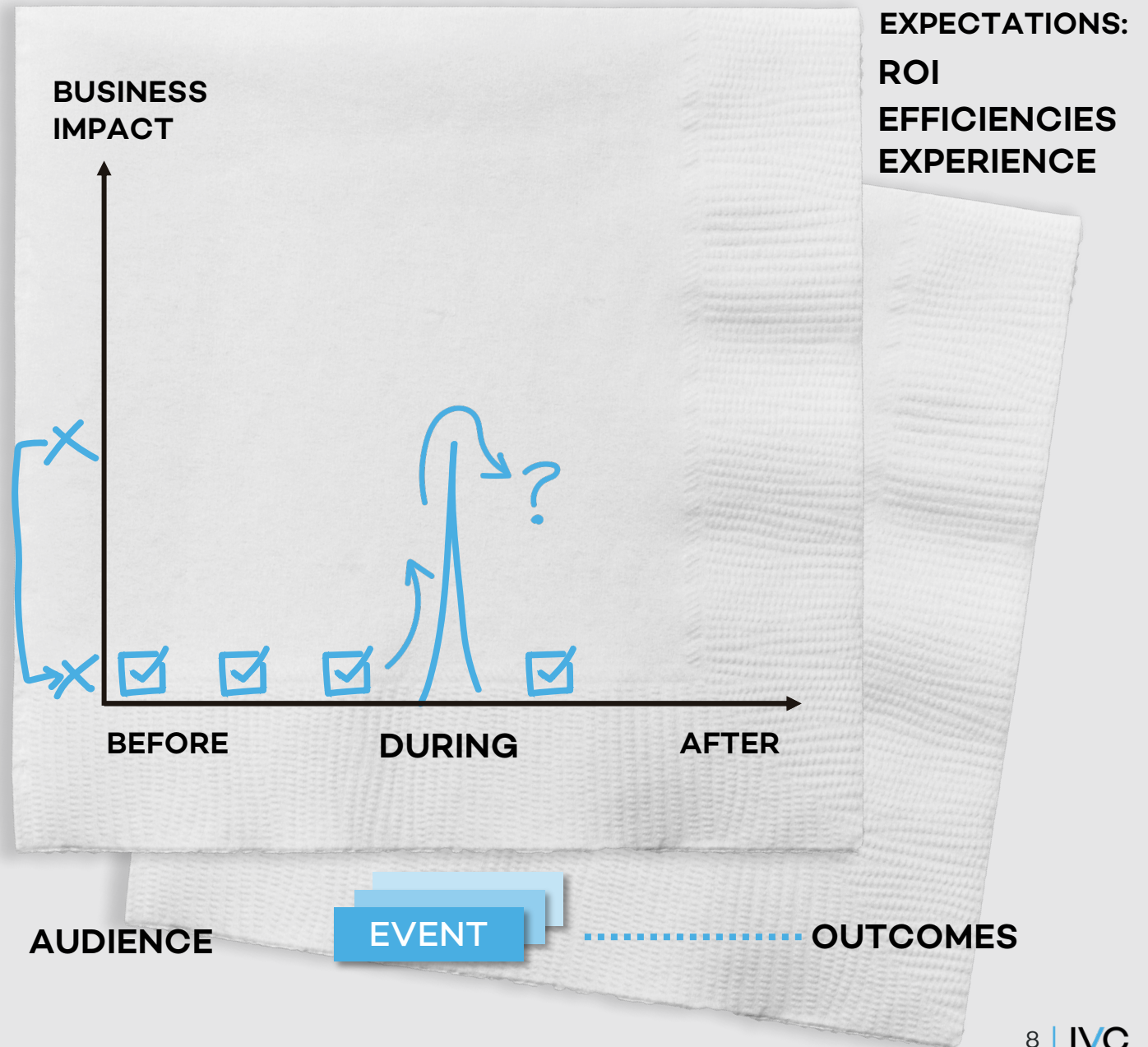
Business impact will **spike during the event**, but that impact is short-lived and **drops off over time**.

It then becomes difficult to connect the dots between the event and the targeted business outcomes, later presenting the challenge of justifying spend and defending budgets.



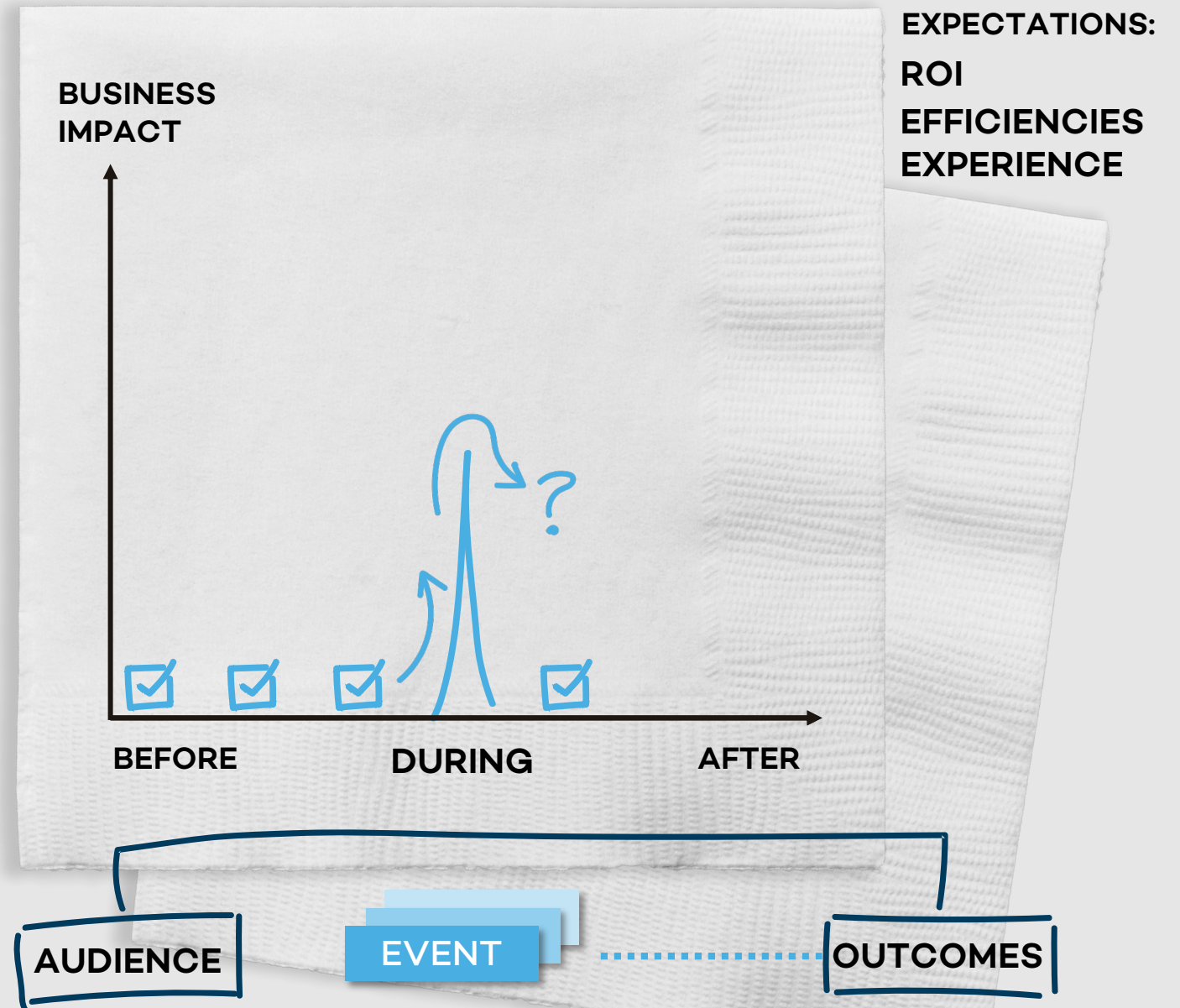
It's a frustrating process to execute events year after year and tirelessly work to create as much of an impact for every event, only to have it quickly drop-off. And, as planning begins for the next event, you're **starting at nearly the same point** as you were the year prior.

It's a drag on resources. Experiences are disconnected, and the impact isn't optimal, measurable, or sustainable.



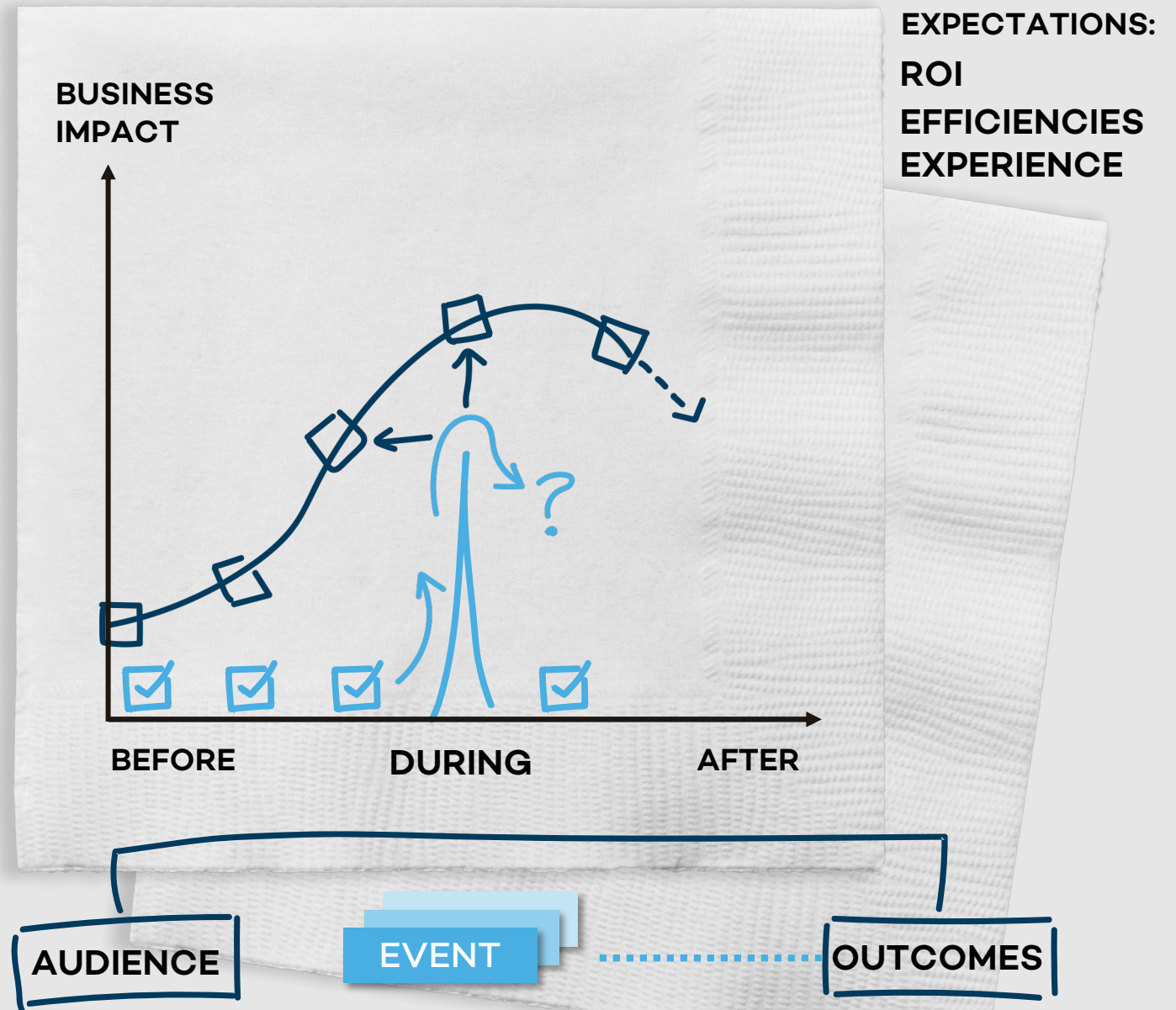
Think outside the sliver. Instead of planning for the event, plan for the people...**your audience**.

Understand the change your audience needs to undergo to **achieve your strategic business outcomes**.



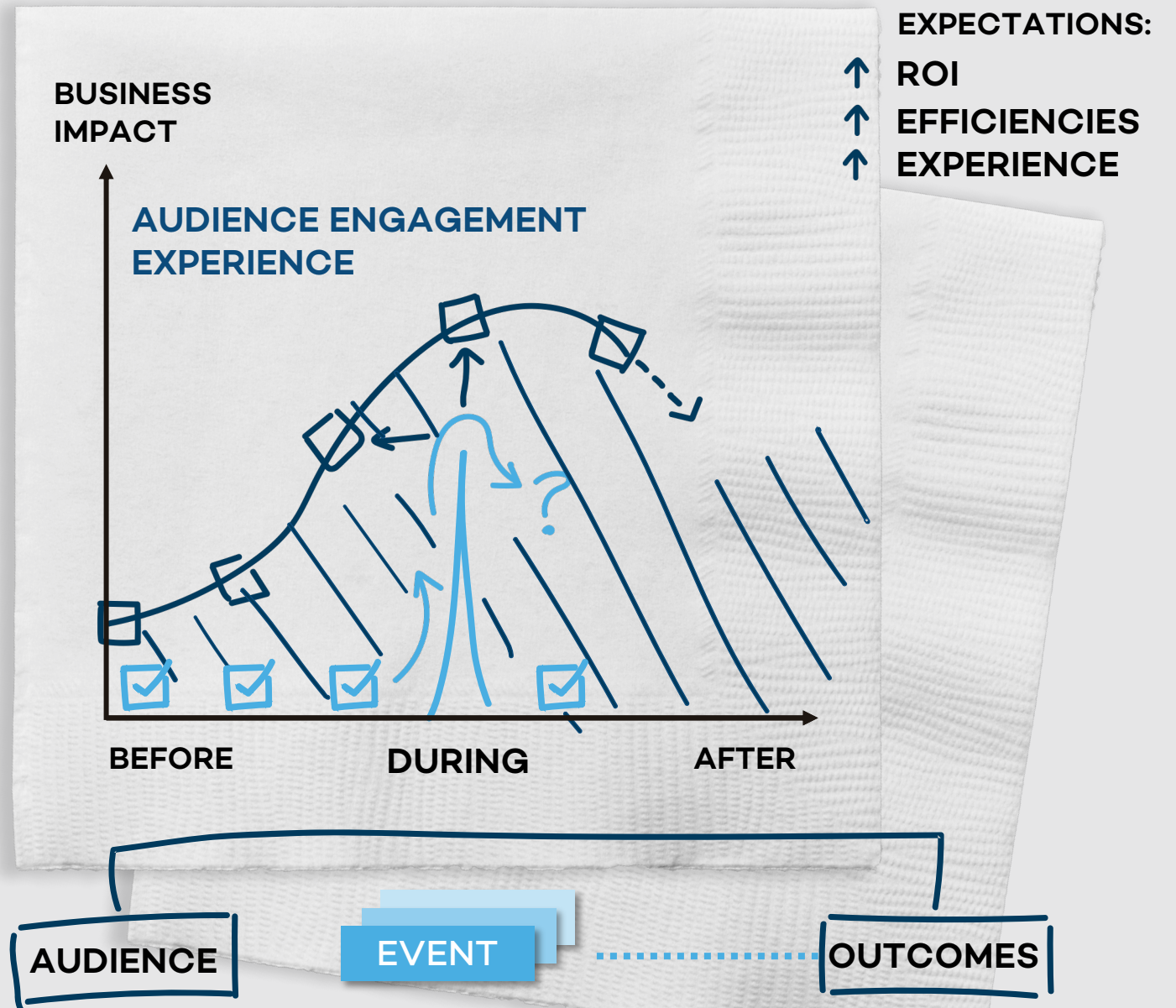
By thinking outside the sliver and designing an experience that **transcends the constraints of an event**, you **attract the right people**, engage them **early and often**, and immerse them **before, during, and after** the main event.

You create **business impact sooner** and **optimize the impact of the event** itself.



With an **Audience Engagement Experience**, you'll sustain and extend the overall business impact **beyond each event** and into the next event cycle.

From event to event, you'll drive compounding and sustainable **business impact**, greater **efficiencies** and a more impactful and consistent **experience**.





Who is InVision?

We bring together a unique combination of strategy, technology, creative, production expertise and proven experience to break the audience engagement mold, drive greater efficiency and consistency, and move beyond superficial surveys so you can achieve, measure, and sustain long-term strategic business outcomes.

Make Change. Not Noise.

We know audience attention is limited, so our stories go straight to the heart of what matters. Let's make something together: info@iv.com.



**Thank
You**