

Eventbrite



Cheat Sheet

Your Guide to On-Site Branding

The most successful events start with a standout brand. Think of Coachella: it's not just another music festival — it's a millennial fashion show. Or what about Dreamforce? It's not just another business conference, but *the* way to stay on top of today's technology. And Tough Mudder isn't an obstacle course; it's a place for participants to earn bragging rights.

Branded events like these take on a life of their own. Even people who've never attended these events know exactly what they stand for.

Of course, a brand doesn't mean much if you don't deliver on it. Check off the items below to create an experience that drives attendance and creates a loyal attendee following.

Checklist: Create an Immersive Brand Experience

- ☐ Choose speakers, panelists, and sponsors who are aligned with your brand message.
- ☐ Walk through your venue in your guests' shoes, so you can "pre-enact" their experience.
 - ☐ Is it easy to find meeting rooms?
 - ☐ How about bathrooms?
 - ☐ Are there opportunities to enrich participants' experience throughout the venue?
A tech conference, for example, should offer creative ways to charge devices.
- ☐ Create visual magnets to drive home the brand message throughout the site — things attendees can see from almost anywhere.
Think Cinderella's Castle, visible from the entire Magic Kingdom.
- ☐ Give attendees tips for how to spend their time outside of your event in ways that compliment their on-site experience.
For example, if you're hosting a maker's festival, let attendees know about indie business owners in the area.
- ☐ Create personalized experiences that align with your brand message.
For instance, if you've organized a race, give participants a snapshot of themselves crossing the finish line, captioned with their name and time.
- ☐ Put your event's logo everywhere, and we mean everywhere — from the big banner up front to the napkins in the back.
- ☐ Use a worksheet like the one on the next page to map out all the physical places your attendees will interact with you throughout your event. Your branding should be consistent at every touchpoint.

Worksheet: Attendee Touchpoints

A touchpoint is any place where an attendee at your event will come in contact with your brand. They might see a big screen inviting them to share their experience on social media, receive a branded registration packet, or simply step into your expo hall for the first time.

Take advantage of these touchpoints by mapping them out using the worksheet below. Walk around your venue and use the first column to write down each touchpoint you see. In the middle column, think about ways you can deliver on your brand promise at each touchpoint. And in the third column, brainstorm ways to elevate the brand experience even further.

Example: You're putting on a nation-wide teaching conference that supports teachers from low-income schools. To resonate with these teachers emotionally, your brand promise is to make them feel like heroes. Here is one way you could deliver on your brand promise:

Attendee Touchpoint	Way(s) to Deliver on Brand Promise	Way(s) to Elevate it Further
Registration packets	Include a teacher success story in the packet	Invite attendees to share their own success stories; Highlight these stories at your event

Here is your worksheet. We filled out a few touchpoints to get you started:

Attendee Touchpoint	Way(s) to Deliver on Brand Promise	Way(s) to Elevate it Further
Registration packets		
Entry point		
Paper programs, schedules, maps		
Name tags		
Chairs, tables, furniture		
The stage(s) or main entertainment area(s)		
Screens throughout the event		
Restrooms		
Electronic charging stations		
Swag bags		

A strong brand can turn an ordinary event into an unforgettable experience. Checking off every box above and filling out a touchpoint worksheet ensures that your brand experience lives up to your brand promise. After all, that's what keeps fans coming back year after year!

For an even deeper look at ways you can translate your brand promise into a brand experience, check out the [Ultimate Guide to Event Branding](#).

Eventbrite

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