

# The **WOW** Factor!

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**It's Not Just an Event, It's an Experience!**

Presented by

Ken Ashby & Maris Segal

**Prosody**  
*Creative Services*®

*Marketing, Event Management & Public Affairs*



**Ken Ashby**



**Maris Segal**

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**Prosody**  
*Creative Services*®

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# The **WOW** Factor!

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## Topics

- What is the **WOW** Factor?
- Assumptions and Poll Questions
- Guiding Principles of **WOW**
- Why Go for **WOW** - Objectives
- *Practical WOW*
- *Power WOW*
- Five Step Creative Process
- You know ROI & ROO - meet R. O. C.
- Questions & Answers

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## Breaking News.....

**“The economy is in shambles. A new and terrifying disease is spreading throughout the area. People are making the most of tough times.”**

**Sounds like today on every news network in the U.S.....**

**Actually..... It's England, circa 1543.**

# The **WOW** Factor! WHAT IS IT?

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**An event's greatest competition is.... everything entertaining that the public can spend \$ on and by comparison the measure of your event!**

**THE **WOW** FACTOR CAN BE ONE OF A COMBINATION OF EXPERIENCES WHICH HELPS AN EVENT**

***Rise above the noise!***

# The **WOW** Factor!

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## We Assume

- You know your **AUDIENCE** demographic.
- You know your **DRAW**. (Local/Regional/National, International)
- You know what experience you are creating.
- **SPONSOR EXPECTATIONS** (Rights & Benefits) are clear.
- Additional **SPONSORSHIP** would be welcomed.
- **AUDIENCE EXPECTATIONS** are understood.
- There are specific areas of your event that can be **ENHANCED**.
- **Success Measurement** tools are being used.
- You are using or considering on-line/social media to reach audience.
- You know what you want consumers/media to say about event.

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## Why Shoot for **WOW**? Identifying **WOW** Objectives

**Know**  
and  
**Communicate**  
**YOUR**  
*Objectives*  
*To Your*  
*Entire Team*

Attendance	<input checked="" type="checkbox"/>
Press - Local	<input checked="" type="checkbox"/>
Press - Regional	<input type="checkbox"/>
Press - National	<input checked="" type="checkbox"/>
Merchandise	<input type="checkbox"/>
Concessions	<input type="checkbox"/>
Volunteers	<input checked="" type="checkbox"/>
Board/VIPs	<input checked="" type="checkbox"/>
Brand Recognition	<input checked="" type="checkbox"/>
Awareness	<input checked="" type="checkbox"/>

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## Guiding Principles of **WOW**

*It's Not Just An Event, It's An Experience!*

### Pre-Event

- The event “*experience*” begins long before the gates open!
- Know why you want to shoot for **WOW**?
- Knowing “why” leads to “how”
- The “*experience*” Pre-Event impacts decision making
- Accessible and Clear Information for Public & Press
- Create “engagement touch points” early and build
- Training Tells All
- See Yourself as the event attendee
- View each area of your event through a
  - “creative” lens
  - “experiential” lens
  - “operational” lens
- Event Attendees are your Ambassadors all year long
- Real Creativity Begins at the *exact point* that Resources End
- Focus, Focus, Focus

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## Guiding Principles of **WOW**

*It's Not Just An Event, It's An Experience!*

### **During Event**

- Engage and Entertain
- Engaged audiences feel the message and take action!
- Build on "touch points" established Pre-event
- Clean Always (FOH)
- Easy Access for All
- Make it Easy to spend \$
- Operate with a level of detail and care that is unmatched
- Capture everything (photo/video)

### **Post Event**

- Build on "touch points" established During Event
- Realize & Recognize
- Evaluate & Analyze
- Synthesize



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## *Practical **WOW** Enhancing the "experience"*

### Décor & Signage

- Consistent Look and Feel
- Simple Signage with Sizzle
- Signage is Decor
- Soft goods/Flags & Fabric for massive color & décor
- The Power of Flowers and Props
- Leverage Resources

### Marketing/Promotions/Press

- Virtual Roll-Out Events
- Social Media
- Pop Out Pocket maps
- Imaginative Ticket Packages
- Cause tie-ins
- CSR tie-ins
- Traffic Drivers to Event Website
- Preview and Special Access Events

**Small**

**Actions**

**Pay**

**Off**

**BIG!**

# The **WOW** Factor!

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## *Practical **WOW** Enhancing the "experience"*

### Guest Experience and Operations

- Uniforms -Staff & Volunteer Branded Clothing
- Utilize Pop Out Pocket maps
- "LINE Busters" (Long Intervals Nullify Energy)
- Create Hands On/Interactive Experiences
- Use Technology
- Use Music EVERYWHERE you can
- Scavenger Hunts Supporting Theme
- Signature Dishes & Drinks
- Food Court/Seating area engagement
- Use guests as "eye" reporters – Create Photo Stations

### Stage

- Build Audience Participation and Engagement
- Maximize IMAG – Inform, Engage, Recognize
- Use the microphone to Recognize & Promote

**Small**

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**BIG!**

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**POWER WOW = Impact and Impression**

MARQUEE NAMES  
OPENING & CLOSING  
IF IT DOESN'T MOVE "LIGHT-IT"  
STUNTS GET INK  
ORIGINAL PRODUCTIONS & MUSIC  
COSTUME CHARACTERS  
CHOREOGRAPHED FIREWORKS  
AUDIENCE RESPONSE SYSTEM  
LARGE SCALE AUDIENCE ENGAGEMENT  
THE MAGIC OF IMAG  
LAYER "EXPERIENCES" THAT CRESCENDO TO "FINALE"

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## **FIVE STEP CREATIVE PROCESS**

**Conceptualize**

**Visualize**

**Create**

**Realize**

**Evaluate**

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**Return on Investment (ROI)**

.....a Survival strategy

**Return on Objectives (ROO)**

.....a Sustaining strategy

**Return on Creative (ROC)**

.....a Growth strategy

# The **WOW** Factor!

## Return On Creative – Based on **WOW** Objectives

	Increased	No Change	Decreased
Attendance	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Press - Local	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Press - Regional	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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Merchandise	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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Brand Recognition	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Awareness	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



***THANK YOU!***

Please visit [www.ProsodyCreativeServices.com](http://www.ProsodyCreativeServices.com) for more images.

**212.355.6567**

**Ken Ashby [kashby@prosodycreativeservices.com](mailto:kashby@prosodycreativeservices.com)**

**Maris Segal [msegal@prosodycreativeservices.com](mailto:msegal@prosodycreativeservices.com)**

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