



# IFEA Webinar On Demand

## Game On! How to Amp Your Event and Level Up Brand Engagement in a World of Pokemon GO

**John Kreicbergs, Co-Founder  
AppTapp, Kansas City, MO**



Without a doubt, festivals and events have become a boon for brands. Last year, Nielsen research reported that 76 percent of festival-goers feel more favorable towards brands that sponsor a tour or concert. Yet activation and fostering meaningful advertiser/attendee engagement remains a challenge. Research has shown that integration into the very fabric of the event itself is key, but what does that mean in the face of an ever-changing digital landscape where tools and tactics come and go like a Pikachu in the night? Join John Kreicbergs, one of the co-founders of the event-based technology platform AppTapp, as he highlights the hows and whats/dos and don'ts of geo-based brand engagement for festivals and events. Learn about the current landscape of location-aware experiences both in and out of the festival industry, how principles of game design and player engagement can be applied to attendee activation, and how sponsors and events can mutually benefit.

John Kreicbergs is a sixteen-year veteran of the Kansas City advertising, marketing and technology scene. Getting his start at Bernstein-Rein in 1999, John has also served stints at Barkley, VML, DEG and Meers working with such brands as Burger King, Visit KC, Hostess Cakes, Blue Cross Blue Shield, McDonalds, and many more. His passion for digital innovation brought him to Propaganda3 in 2013 where he still serves as the general manager for the firm's app development efforts. As a result of his work, Kid Rocket Studios — a kids-focused entertainment development startup — was launched in 2014 following the success of Propaganda3's interactive comic app Kung Fu Robot. This fall, Propaganda3 also launched a new event-based digital engagement venture called AppTapp, where John leads the marketing and consumer insight efforts as one the company's four co-founders. John is also the founder of RKO Workshop, which specializes in museum exhibit design and educational interactive experiences, and a member of the digital marketing committee for Kansas City's award-winning Boulevardia festival.

**Length:** 60 Minutes

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**Questions:**

Contact Nia Hovde, Director of Marketing & Communications at [nia@ifea.com](mailto:nia@ifea.com) or +1-208-433-0950 ext: 3.



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