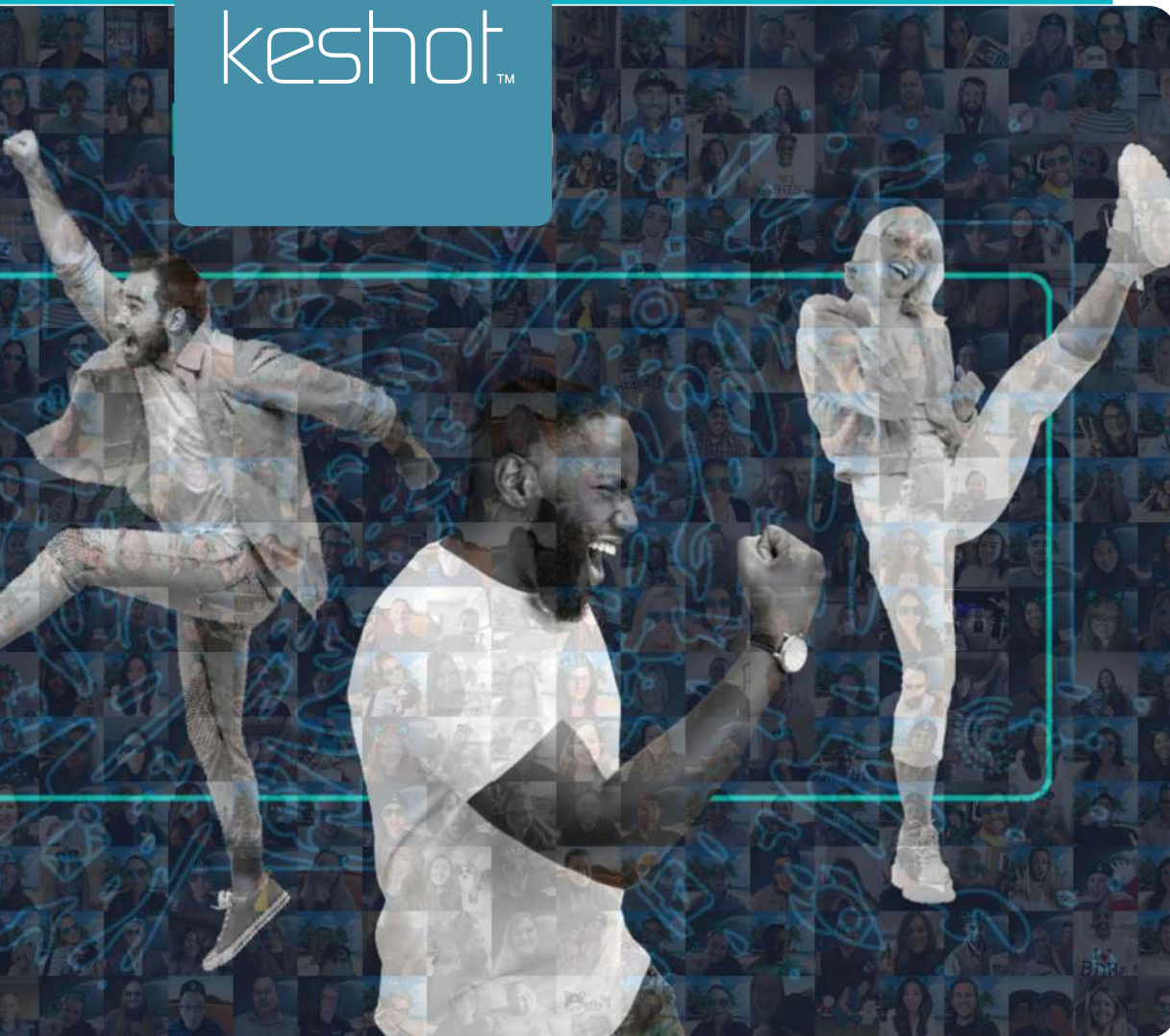


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4 Event Trends to
WATCH FOR
in 2022

website here

Don't Settle for **BORING** Events.

It's no secret...every business wants to host a remarkable event.

The problem is, it's difficult to find that "wow" factor that translates your vision into a memorable brand experience.

On top of that, you face unreliable vendors, pressing deadlines and the overwhelming pressure to deliver beyond expectations. Planning the picture-perfect event can seem nearly impossible.

We get it. And luckily for you, we've found an easier way you can enhance and grow your audience engagement in 2022:

Take advantage of the virtual space.

Our team is committed to helping you create a memorable experience for your audience that also exceeds your event goals.

This is why we offer a range of innovative, fully customizable photo and video experiences that capture your vision and inspire your audience...without the stress.

In this free guide, we're giving you 4 reasons why leveraging the virtual space will help you stand out, impact more people and grow your audience engagement in 2022.

To your success!

The Keshot Team



1. Boost Brand Awareness with a **SHAREABLE EXPERIENCE**

Repetition is key to promoting brand awareness.

But here's the big question:

can you increase brand exposure beyond your event itself?

The answer is yes! Here's why...

Your audience uses multiple online channels to stay up-to-date with current events and information, including:

1. Email
2. Blogs
3. Social Media
4. Video

And these channels present a huge opportunity for you to share details from your event AND spotlight your brand. Make sure your next event is compatible with multiple channels, like email or social media.

PRO-TIP

Incorporating email allows your attendees to easily 'forward' branded materials from your event to any of their contacts.

And providing your attendees with branded, shareable images from your event is a great way to grow your social media following and expand your reach on multiple platforms.

The best part? Incorporating multiple channels into your next event will support your future marketing efforts as well!

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2. Promote Engagement Through a **COMMUNITY-DRIVEN** Experience

The truth is, everyone who attends your event wants to feel seen and heard.

And, at the same time, they want to feel included as part of a larger community... especially after the detrimental effects of COVID-19.

So, use your next event as an opportunity to connect each guest as part of your community, led by your brand's vision.

Here are a few ideas to help you connect your attendees with something bigger than themselves:

1. Let attendees personalize how they engage with you.
2. Allow attendees to see everyone's engagement in real time.
3. Provide ways attendees can communicate with each other during your event.

PRO-TIP

It doesn't matter where your attendees reside. Whether they're participating with you in-person or virtually across the globe...taking the approach will help you establish an inclusive, community-driven event. You'll also boost engagement as a result!



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3. Elevate Your Brand with a **MEMORABLE** Experience

We know you want to host the event people talk about for years to come.

But creating a brand experience that actually stands out can seem nearly impossible...especially with the constant buzz of information in today's world.

The solution? Provide branded event materials before, during AND after your event. Make sure you don't break the continuity of that connection!

And when it comes to deciding what to offer your attendees, choose something that your audience can keep forever to remember your epic event.

Technology is a great way to help the end result of your event live on. Here are a few ways you can incorporate technology to boost memorability:

1. Photos from your event
2. Videos from your event
3. Personal connections

PRO-TIP

Focus on personalization! Remember, sharing branded materials from your event will also help boost engagement AND brand awareness.



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4. Drive Engagement Through ACTION

It's true...you move people to take action with an epic brand event!

The problem is, many businesses aren't sure where to start. And often, they focus a bit more on 'selling' instead of providing a meaningful brand experience for their guests.

Here's a unique approach that works every time:

Instead of focusing on the sale 'sale', try providing meaningful ways your audience can interact with your brand, event or campaign.

Here are a few ideas to help you get started:

1. Sweepstakes
2. Scavenger Hunts
3. Sharing Contests

Whether you're hosting an in-person event or a virtual event, your audience is guaranteed to have an impactful experience by participating in any of these fun events with your brand.

PRO-TIP

You can even customize your approach to fit your event or campaign's needs. For example, if you'd like to gather more information on your ideal customer demographic, create a fun quiz guests can complete to share a bit more about themselves!

Plan the Event They'll **TALK ABOUT** for Years.

We believe creating great moments should be rewarding...not exhausting! And we're here to help. Leverage our innovative photo and video experiences to bring your vision to life and WOW your audience at your next virtual or live event.



Photo Mosaic



Custom Video Mosaic



Virtual Photo Booth



Social Media Wall

Here's how to connect your brand with something bigger:

1. **Schedule a Demo.** Tell us about your vision and we'll brainstorm ideas with you based on our experience and resources.
2. **Get a Custom Plan.** We'll send you a customized proposal that meets your needs, same day, at a great price.
3. **Elevate Your Client's Brand.** Drive brand awareness using our custom photo and video experiences.

Make Keshot your secret weapon.

WE'LL DO THE HEAVY LIFTING...

**so you can enjoy your event,
without the stress.**