
Utilizing event
branding to elevate
your message.



The Importance of Branding

Branding and design can be an extremely valuable tool when leveraged appropriately. Before listening to the voice in your head that suggests your audience doesn't take note of the effort and investment in the branding of your event, take a moment to consider how vital branding is for any successful business in today's day and age. Airbnb, one of the world's most valuable startups (last valued at \$30 billion), spent nearly \$65 million in 2016 on building their brand in the US alone. They're focusing on improving the overall experience of their users, According to Kantar Media. Many

companies today are buying whole design firms because they have experienced the benefits of good design and recognize the value it brings to their bottom line.

In the same way, event planners should consider the experience of their attendees from the moment they receive a save-the-date to the follow up survey they receive post-event. Outstanding messaging without intentional event branding is ineffective. In the same way, excellent event branding without a foundational message is futile.



When to Focus on Event Branding

Many people incorporate branding when it may be too late to get the best results. Event branding is a large component of the pre-event preparation process. To ensure that all components of your event are in tune, it is important to focus on your event brand as soon as the core message is written. From that point forward, all collateral designed for your event will be consistent in message and purpose while creating better value for your attendees.



What is Good Event Branding?

Event branding should be memorable. Not memorable in the sense of colors used or the look of an event logo, rather in a sense that your attendee leaves the event with a better understanding of the message you intended to deliver. Visuals are vital in the delivery of that message and should be utilized with purpose and consistency.

Event branding should incorporate and deliver any crucial message that your company intends to leave with your attendees. This is done through font and typography selection, color choices, photography style, and the overall tone of all pieces created for your event.

Often, design is only talked about when it's not executed well, but we would all certainly miss it if it wasn't there. Good design should be something functional: something that helps companies communicate with their attendees, something that helps attendees navigate the space, something that conveys ideas to every attendee present. The key is allowing your event branding and design to speak for itself; encouraging the viewer to grasp the concept of his or her own volition, in a sense not noticing that he was ever persuaded to do so.



Our Solution

At Innovent, our team of award-winning designers create compelling, memorable event brand identities. We ensure alignment and consistency with event messaging and integrate these custom identities into every communication touchpoint to achieve maximum audience engagement. Leveraging the existing corporate guidelines, we extend and amplify your brand, bringing it to life through creatively packaged assets.



I'm Robbie Dillard, Associate Creative Director at Innovent. Design is my expertise. I enjoy taking an idea and developing it into a creative concept and seeing it through to successful implementation.

We at Innovent would love to get to know you and have a better understanding of your business goals and objectives.

Please take a moment to look at our website and contact us with any questions you may have. We look forward to connecting with you soon.

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