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The importance of  
having a consistent  
message and brand  
throughout the  
event experience.



Generally speaking, it can be difficult to gauge the success of an event. It is possible to look into ROI, but how do you measure the effectiveness of your message and the experience your audience receives? With the help of proven, strategic methods the success of an event can be pinpointed by introducing, utilizing and executing many different factors.

Innovent's proven processes are designed to enhance the overall event experience by maximizing ROI, creating the ultimate experience for attendees, and producing value for your company, via content and design that connects your story to your audience.

One unique component our team implements, is an **Event Messaging Architecture (EMA)**. Every event is different and must be customized with tactics and messaging vehicles. To accomplish this, our team tailors each structure to strategically communicate your message through every aspect of an event.



## What is Event Messaging Architecture?

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An EMA is a plan that lays the foundation and creates a structure to ensure the event connects with the audience and accomplishes all intended goals. This allows our team to create a clear and consistent message through all aspects of the event and ensures that the target audience is effectively reached and positively impacted.

It is so easy to get wrapped up in planning and budgeting for an event, that the importance of the overall experience is often overlooked. All events, especially corporate, should focus on catering to their target audience. This is most effectively approached by directing the main messages through all forms of communication. Due to the extensive amount of time, effort and expenses that go into these events, it is

essential that we create value for our clients, in every event we host. With the help of our experienced and talented management, Innovent utilizes strategy and creativity to drive action throughout every aspect of our events.

Innovent's creative serves a purpose. We develop and deploy ideas based on your objectives and strategies, to produce a lasting impression on the audience. There is a difference between an attendee being present and one that is just in attendance. It is important to break down this wall by sparking, stimulating and maintaining the interest of the targeted attendee. To accomplish this, our job is to grasp their attention by implementing three component messages within the event.

1

### **“Why Attend” Message**

Is this event going to be worth their time and energy? Everyone wants to know how something is going to benefit them. It is essential to provide them with key concepts to expect. Innovent’s goal is to spark the interest of your target audience before the event even begins. This interest will maintain their attention throughout the conference, allowing each attendee to leave truly understanding the message and purpose of the event.

2

### **“Takeaway Message”**

This is the message you want to resonate with all attendees. Whether this is a specific action, behavior or state of mind, we want this message to influence the attendee and shape their lives. However, this message is typically very intricate and needs a little assistance when it comes to executing. This is where the anchor message comes in.

3

### **“Anchor Message”**

The anchor message contains objectives and specific words that allow it to be the primary focus of the event, to then ladder up to the Takeaway Message. This includes the strategic messages that must be utilized in all communication vehicles and content for the event. We call these the critical building blocks that ensure attendees leave our events understanding and remembering the “Takeaway Message.”



From the EMA, our team creates a communication plan to outline all of the messaging vehicles involved in the event such as event signage, onsite collateral, pre-event communications and other event essentials. This strategic foundation lays the framework for your event and guarantees your messages are heard and implemented.

There are many methods and factors that we consider when executing the messages of

your event. The planning process for any event is incredibly extensive and complex. Our clients are inundated with other projects and need their events to produce results, but they lack the time and resources to focus on the strategic and creative aspects of every event. Our event professionals solve this issue with proactive and comprehensive services that have proven successful time and time again. Let us innovate the way your attendees are impacted by the overall value of your event.

## About Innovent

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I'm Fred Kersting, the Founder and President of Innovent. I'm committed to creating experiences that move businesses forward with strategic and creative methods. After 10+ years of experience in the events industry, I've witnessed a countless number of clients who are overwhelmed with various projects and who would greatly benefit from the tactical approaches that Innovent offers.

On behalf of the entire team at Innovent, we would love to get to know you, understand your business goals and provide event-focused solutions to create successful outcomes and maximize your ROI.

Feel free to take a 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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