Agenda/Run of Show

Use this area to cover logistical considerations around load-out and load-in for the event, as well as time-sensitive experience moments/participant interactions during the event itself.

Key Logistics

Open Tasks

Use this area to cover key tasks to complete and tag relevant stakeholders to assign the task to them

☐

Timeline

Use this area to cover key milestones around design, creative, production, and logistics related to the event.

Budget

Use this area to cover key budget asks, and to link out to more detailed budget considerations.

Key Xsolla/Babka Team Members

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(From Shurick notes on GDC)

Babka at specific locations within events.

Babka poses for photos with all strangers.

B2C: Cosplayers, etc, get their photo with Babka. Tag Babka, we tag them, etc.

B2B: (Everyone in the industry will wear a badge with their name and company name on it.)

Gear:

Iphones

- configure iPhones so that they automatically upload photos to the corporate Google Photos cloud

Badge Scanner:

- get an expensive badge a scanner device from Berkeley to collect all emails from strangers

Personelle:

I phone Photographers

- Sweetest people you can hire who are comfortable offering strangers a photo, scanning their badge, and promising them a free picture.

Professional Photographer (brings own pro camera)

- paid for shots and leads for xsolla

Process:

Iphone photographers with the latest corporate iPhones:

- Take a few good pictures
- Scan badges / get email
- Offer to take pictures on strangers' iPhones as well.
- Someone runs to a hotel room with wifi every hour:
  - The office team receives materials from the show
  - post them on all social media platforms, including linkedin, twitter, facebook, instagram, snapchat, tik tok, and youtube shorts in real time like news co.
  - Post from Babka, tagging people and their company names, congratulating them on their previous game success, sharing excitement about upcoming games, and making appropriate entertaining comments. Featuring #Event and #babka etc (#enjoying the game…)
  - Note: (I believe that when you tag people's names, they may appear in their friends' feeds, and when you tag games, there is a good chance that gamers who follow will notice it as well. Especially if the social media team retweets these good pictures. That could be a nice mystical first impression and immediate industry validation.)
  - send them emails about babka pay and other products powered by Xsolla with their pictures with babka.

Execution notes:

No waste or sloppy work.

Hard work and trustworthiness required.

Hire enough people and coordination to carry it out efficiently and professionally.

Every good photo to be shared on every social media platform.

Each post is handcrafted, so it is not a spam.

Up to three Babkas at the same time:

- No one should see two Babkas at the same time or be able to photograph two Babkas together.

A bonus would be to create a Snapchat filter so that anyone can take a picture with virtual babka.

Additional improvements would be babka music or sounds.

photo: @zachgrosser

🍋 Babka's Lemonade Stand

Concept

This is the simplest activation concept. We are using Lemonade with our Event Concept for two reasons: 1) It's tasty AF, and #2) Lemonade can happen anywhere. Yes, anywhere.

Inspired by Lemonade stands from our youth, we will have a lemonade stand that serves as a simple IRL demonstration of product functionality. Though, sorry to disappoint, it will only serve those with a Babka account.

Imagine, this stand could appear at local community orgs, in schools, trade shows, conferences. Really, anywhere. When people see it, they will want to share it on their socials. And then they'll get a Postcard from Babka. And then, they will login to their Babka account and start using Babka products, which will begin the relationship building.

Technical Specs

Booth/Activation Specs

Use this area to cover established specs (square footage, utilities capacity, etc) around the primary activation.

Floor Specs

Use this area to cover overall requirements around brand presence on the floor, possibility for guerilla-style moments, and general technical issues around connectivity.

Costume Specs

Use this area to cover requirements around costume shipping and storage, as well as general requirements around length of actor time in suits, and required changing areas.

Babka Experience

Core Event Narrative:

Use this area to cover elements of Babka narrative that will be revealed through ARG-like interactions around the event, any specific drops that can be accessed, and the interactions with Babka universe characters.

You are walking down the aisles of booths at Comic-con. One booth after another, all hawking the same old swag. Free this. Free that. But then, ahead of you at the corner there is a cluster of people with their phones out. But they are pointing them at the ground.

"That's funny", you think. "There's nothing on the ground but discarded promos and the itinerant name badge."

Intrigued, you get closer. What you see surprises you.

An electric blue cyber cat, seemingly autonomously moving, is chasing a glowing sphere. The sphere is rolling along, so you join the group and follow. As you do, some people hastily try to catch a selfie with the cat. The mob continues along, down an aisle, around a corner and then you see a little line converging around a playful stall.

A retro-futuristic lemonade stand is serving electric-blue lemonade in sphere-shaped reusable cups. To the side is an amazing character you have never seen before. She is standing next to a bookshelf full of books.

You decide to go for the book first. Whoever created this experience must have some interesting things to say.

"Babka" you learn, is a trans-dimensional being, and she is giving out free books that explore the power of the metaverse, web3, and the decentralized economy. You sign up for a Babka account, and then wait for some lemonade while getting a selfie with the coolest cyber-cat you've ever seen.

Eventually, Babka causes quite a stir when her "HiLoop" team escorts her across the expo floor to Xsolla's booth in the B2B section, with a stack of books in her electric cart that follows her and her HiLoop team.

Key Event Mechanics:

Use this area to cover key interaction mechanics for the event as enabled by the Babka universe character actors and the ARG-like elements.

Key Event Touchpoints:

Use this area to cover key touchpoints/moments of interaction enabled specifically for this event. Link out to the run of show for time-sensitive interaction moments.

Conference Floor	Conference Booth/Activation	Online

Agenda/Run of Show

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From Shurick:

> babka should have a smallest lemonade stand at consumer show and walk from her stand to b2b area back and forth. as we discuss at gamescom.
>
> here what i propose you to do: go through your list and mark if there is consumer show at the same time. then work with the show and calculate budget. set babka content and material production separate from trade show. like we produce those costumes already. and use budget only for sponsoring and travel. while treat material creations is one time long term investment which is getting more return if it attending more shows for little budget.
>
> revisit show you chose not to go take to the account babka's operation.
>
> distribute my book on the lemonade stand as well as other digital items.
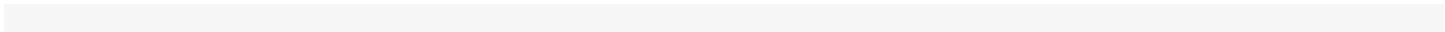
🧵 Babka's Cosplay Repair Station

- Technical Specs
  - Booth/Activation Specs
  - Floor Specs
  - Costume Specs
- Babka Experience
  - Core Event Narrative:
  - Key Event Mechanics:
  - Key Event Touchpoints:
- Agenda/Run of Show
- Key Logistics
  - Open Tasks
  - Timeline
  - Budget
  - Key Xsolla/Babka Team Members

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