

FMI Brand Engagement Agency

Live Event Specialists



FMI, a brand of Neon Agency Ltd





The shape of live events continues to change

We take a deep dive into your event strategy for 2022 and beyond, discussing tactical and logistical approaches to delivering your most successful event.

Why run a live event

What type of event to run this year

When to go live to generate ROI

Where to hold your event

Why run a live event in 2022?





Why run a live event in 2022?

Building a **positive connection** between a brand and its audience not only creates effective brand engagement but **adds to the bottom line**.

Connections can be forged through websites, apps and social media with video and images being **highly effective** at creating positive interactions.

But there really is no substitute for the **power of a live event**. It has the ability to energise, motivate and truly engage an audience effectively, be that employees, partners or customers.

Engagement is the biggest differentiator for events compared to other forms of marketing.



95% of marketers believe that in-person events can help achieve business goals.



Why your brand should invest in events

Brands are competing for more than just **market share** and brand recognition. They are needing to cultivate strong, **long-lasting relationships**. This is where the power and importance of live events lies.

Whether it's **brand-enhancing** corporate conferences, consumer roadshows or once in a lifetime travel experiences, live events are becoming increasingly important. It is critical for marketers to keep the interests and needs of their audiences at the forefront, or they risk failing to make a **meaningful** and positive **connection**.

Live events can fully engage your audiences making your brand proposition engaging, rewarding and more **memorable**. Ultimately, adding to your bottom line.

What type of
event should
you run in
2022.





What event types will be the most effective

How you want to **connect** and **engage** with your audience will determine whether you choose a virtual, live or hybrid event. Recent circumstances saw a staggering increase in virtual events yet **less than 28%** of marketers would choose **virtual** in 2022. Marketers feel online is less personal, creating barriers to networking, with most attendees seeing only learning as their primary goal.

Live events are far more effective at increasing **brand awareness**, increasing **engagement** and **generating new prospects**. They provide customers with a better understanding of a brand's product or service and increased sales.

No wonder the majority of event marketers are looking to host more in-person **live events in 2022** and beyond.



67% of event marketers find it **challenging** to keep audiences **engaged** during **virtual** events



Generating event ROI in 2022

Live events can expect to generate up to **5:1 ROI** and 86% of B2B marketers expect a positive **ROI within 7 months** for hybrid events. 2022 is seeing a ‘**virtual event fatigue**’ from attendees yet there are those who are still not ready to attend live events. By utilizing technology to provide a hybrid-ready space, brands can capitalise on the **additional revenue** and attendee opportunities **live events** deliver yet still engage those that cannot attend.

Creating a **community** around the live experience, can develop deep rooted engagement and forge longer lasting **connections** before and after your **live event**. Incorporating the hybrid technology into your existing comms channels will nurture that community for live and virtual attendees.

There is nothing quite like that in-person **connection** a **live event** will bring you and **your brand**.

When to
activate an
event to
generate ROI
in 2022.





When is the best time to run an event

69% of event planners are organising **in-person events** for the **second half** of **2022** but when is the right time for your event to generate the best ROI?

Beyond the obvious considerations such as local climate and avoiding the holiday seasons, your timings will be determined by your specific business, industry and market needs, and the type of live event.

Understand your **business cycle** and know whether you need to **kick off** with an event or perhaps **wrap it up** with one. Within your market do you want to time your event to **avoid the noise** or to ride on the back of it? Does the UK's Live Events Reinsurance Scheme ending 30th Sept 2022 affect your decision?





When to generate the desired impact and ROI

When can you and your audience afford to have people out of the business? You want them to have a **high-quality experience** and event timings, that meet their needs, will contribute to a **positive result**.

Knowing your audience is key to your live event's timing and success. Build a sense of community and keep them **engaged all year round**. Communication is key. How do they feel about international travel or access to outdoor space? Communication will drive understanding and influence when to run your live event for your community.

After all, the event is ultimately for your attendees so by meeting their needs, your **audience** will be **better engaged** and deliver you more **impactful results** and ultimately ROI.

Where to hold
your event in
2022.





Where is the best place to hold your event

Where you hold your live event will be a **major selling point** for your attendees. Whilst a focus on being “on-trend”, “super cool” or “insta-worthy” is appealing, this can often be personal preference. The practicalities of where to hold your live event will drive your decision when selecting the **right location** and **venue**. Not to mention budget!

With 61% of corporates allowing non-essential domestic travel, consider where your audience is travelling from and how they will get there. With up to 80% attendees driving to corporate conferences, is there ample parking at the venue? And does it have the right AV capabilities? The **type of event** will also **influence your decision**. Parking and AV won't be high on an attendee's list of priorities for an incentive trip!





Engage your audience...and the experts

Think about what you want to achieve with your event and how is it **aligned to your brand** and message. If your brand is forward thinking and focused on sustainability, ensure where your event takes place **embodies** these **ideals**. Disruptive brands may look for something quirky or off the beaten track but keep your attendee demographics in mind.

Indeed, **understanding your audience** as to where will appeal to them is key. Who are your attendees and who do you want to attract to your event? How will you keep them engaged.

With so many practicalities and decisions it pays for brands to have a **trusted event partner**. From industry insights, best advice and sweating the small stuff, event specialists will allow you the time to focus on what's **important to your brand** and the **results**.

An event management agency that drives genuine results

Over the last decade we've organised full end-to-end event management for our clients, devising and delivering corporate events and global conferences that create meaningful brand engagement.

We've also simply been that extra pair of hands when they've needed us most.

Let us help you get the most out of your events in 2022.



“ Year after year, the FMI team has provided the highest level of support, ensuring that we create the perfect platform to kick start our new year and motivate the full sales team. ”

Targus®



Ian Mast-Hughes, Client Development Director
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You guys have been such a massive asset in driving this campaign to the success I feel we enjoyed at the end. The partners and disties have only had good things to say.



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“It takes a lot to make an event of that calibre a success...impressive. Our social media is awash with praise. I know our CEO has rated it “best yet” so it’s a job very well done”

Heathrow



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“ Thank you so much for all your support this year, I can't tell you how much I appreciate it all, you've been amazing ”

“ We have only experienced great service from you ”

“ Thank you for taking our challenging brief...and showcasing us at our best ”



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