

# WHAT'S NEXT IN EXPERIENTIAL MARKETING?

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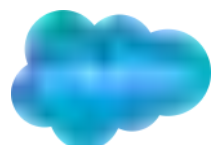


Karin  
Flores  
 LESFORCE

# You Have a Choice to Make



Experiences  
are the new world order



# The rise of experiential

FROM A SILOED CHANNEL TO A CRITICAL MARKETING TACTIC  
SUCCESSFUL BRANDS = EXPERIENCE CREATORS

# BLAZING A TRAIL FOR 16 YEARS

salesforce

2003  
1,300  
Attendees

2005  
3,400  
Attendees

2006  
5,600  
Attendees

2008  
10,200  
Attendees

2011  
46,000  
Attendees

2014  
150,600  
Attendees

2018  
171,000  
Attendees

2019

> 10 Million Online Viewers



GET READY FOR DREAMFORCE



YOU



# Focus Areas



## CONTENT

Storytelling is the key to the new experiential social currency & the key to what next in experiential marketing and social amplification.



## EXPERIENCE DESIGN

Sweating the big stuff – and the small stuff – to ensure relevancy and consistency across every experience touch-point.



## 360° APPROACH

Integrated and diverse team and operating model across the platform.



## IMPACT

Beyond the bottom-line, the role and responsibility our industry has in improving and celebrating the communities we work in.



# CONTENT IS KING

(RAISE YOUR HAND IF YOU'VE HEARD THAT ONE BEFORE)

# CONTENT IS MORE LIKE A BRUTAL DICTATOR

500 MILLION TWEETS | 4.3 BILLION FACEBOOK MESSAGES | 500 MILLION HOURS OF YOUTUBE FOOTAGE  
...SENT, POSTED AND UPLOADED EVERY DAY

BEFORE: 1,000 ATTENDEES = 1,000 IMPRESSIONS  
TODAY: 1,000 ATTENDEES = 1,000,000 IMPRESSIONS



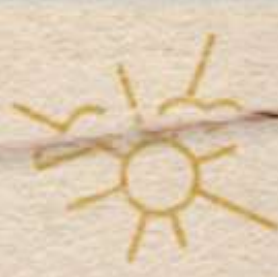
EXPERIENCES HAVE EMERGED  
AS A NEW SOCIAL CURRENCY



NOT CREATING  
CONTENT MEANS...

NOT PARTICIPATING IN THE CONVERSATION.  
NOT DICTATING THE WAY YOUR BRAND IS PERCEIVED.  
NOT ENGAGING.  
NOT BUILDING RELATIONSHIPS.  
NOT MATTERING. NOT EVEN A LITTLE.

There is no better place  
to create effective content  
than at YOUR event



ON THE TRAIL!



(LOUDY & JAKE - TDX'19)



FUN AT THE LAKE



S'MORES & STORIES!



GO TEAM CODEY



GREETINGS FROM

# TRAILHEADX



ABB IS A TRAILBLAZER



PEPUP TECH IS A TRAILBLAZER



A person is shown in profile, holding a smartphone. The phone's screen displays a social media-style post with a photo of a person. The background is dark and out of focus. Two blue horizontal bars with white text are overlaid on the image.

IF YOU'RE NOT CREATING  
CONTENT... YOU DON'T EXIST





# EXPERIENCE CREATORS MUST BECOME MASTER STORYTELLERS

AND THEY NEED TO KNOW HOW TO PRODUCE A STORY.

EVENTS ARE MEANINGFUL EXPERIENCES

PEOPLE SHARE MEANINGFUL EXPERIENCES

YOU CREATE MEANINGFUL EXPERIENCES

YOU ARE THE FOUNDATION OF GREAT CONTENT



# SO...IT'S TIME TO RETHINK YOUR TEAM

TURN YOUR INDUSTRIAL DESIGNER INTO A SET DESIGNER.  
TURN YOUR PRODUCERS...INTO PRODUCERS.  
TURN YOUR CREATIVE DIRECTORS INTO DIRECTORS.



AND...IT'S TIME TO

RETHINK YOUR MODEL

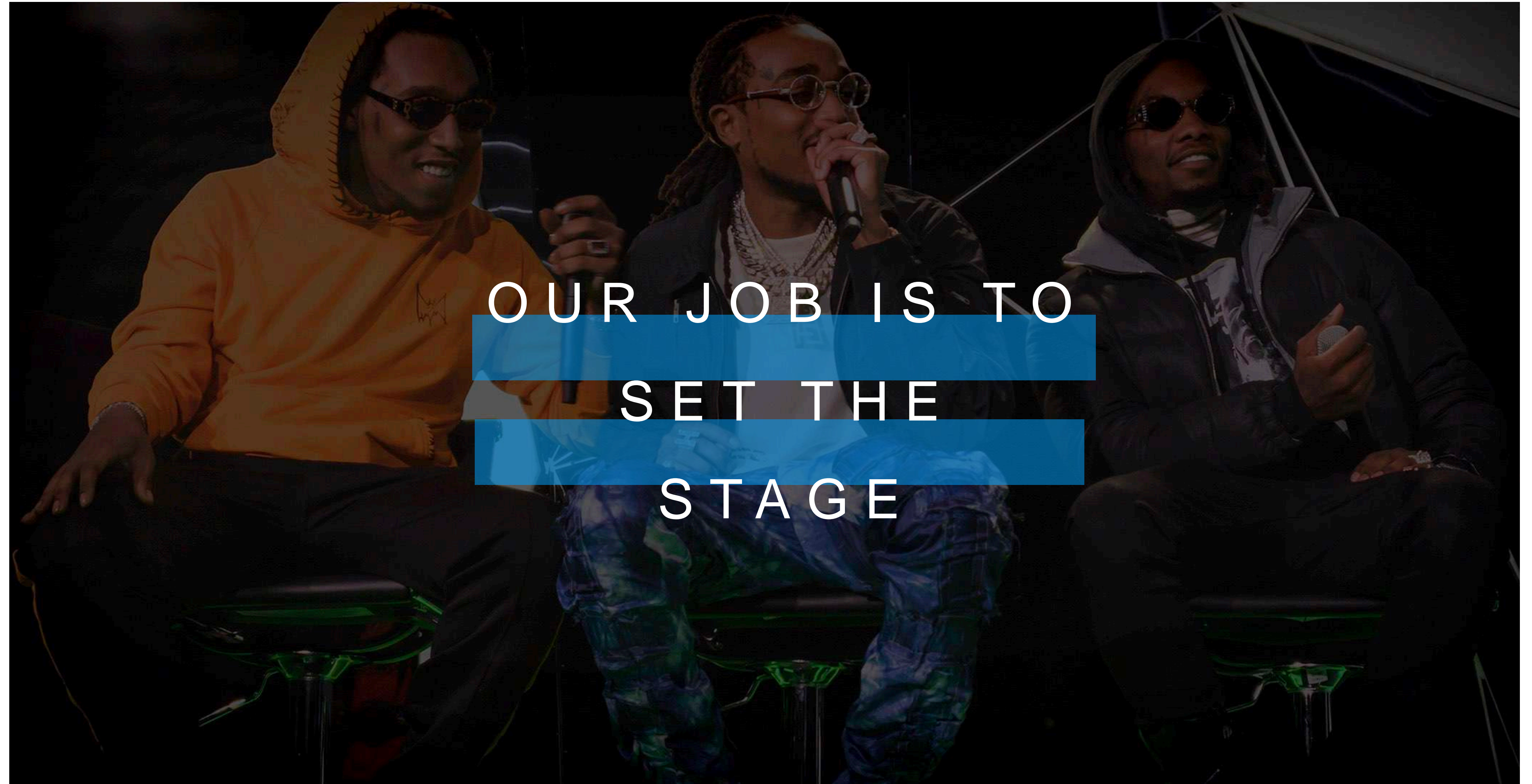
YOU NEED TO UNDERSTAND YOUR STORY ASSETS.  
YOU NEED TO UNDERSTAND DISTRIBUTION.  
YOU NEED TO UNDERSTAND PLATFORMS.



BRANDS NEED TO ACT LESS

LIKE ADVERTISERS...

AND MORE LIKE MEDIA COMPANIES



OUR JOB IS TO  
SET THE  
STAGE

See translation

THERE IS NO  
“ONE OR THE OTHER”  
ANYMORE.

YOU CAN'T EXTRACT CONTENT FROM EVENTS — OR VICE VERSA





TO CREATE EVENTS WHERE  
ATTENDEES BECOME  
THE HEROES IN OUR SCENES

A man in a floral shirt and red sunglasses is taking a selfie in front of a yellow car with a face-like design. The car has a large circular window and several small circular lights. Other people are visible in the background, including a man in a striped shirt and a woman in a dark shirt. The scene is outdoors with trees in the background.

# TO TURN ATTENDEES INTO STORYTELLERS



- KF/ Re: “Attendees with emotional skin in the game”

We want our trailblazers marketing for us. We want everyone working in our platform. Re-skilling is top of mind.... “you don’t have to go to college” “I was a mom and now I’m an admin.. “

# ES WITH EMOTIONAL SKIN IN THE GAME



EAGER TO SHARE  
THEIR EXPERIENCE

# What does the journey look like?

Let's take #DF18 and Adam Rippon/Tracee Ellis Ross as an example



Pre Event Education

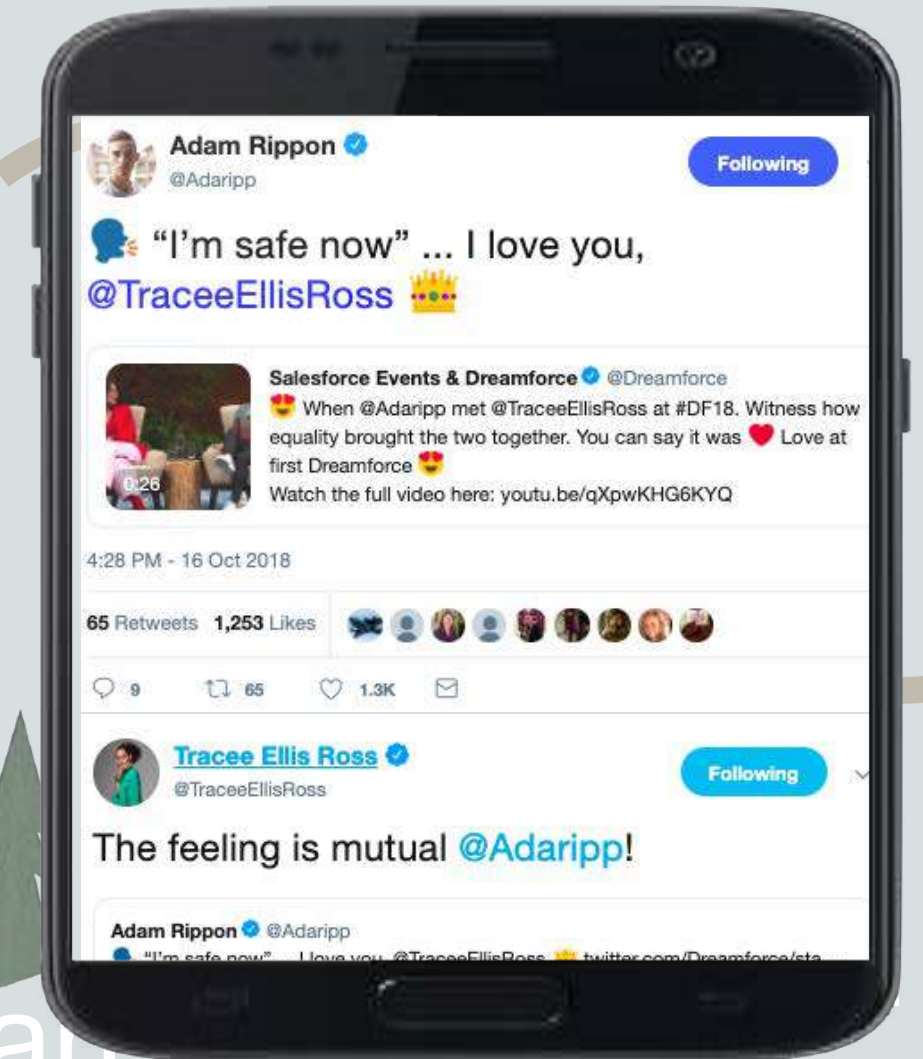


During Event Experience

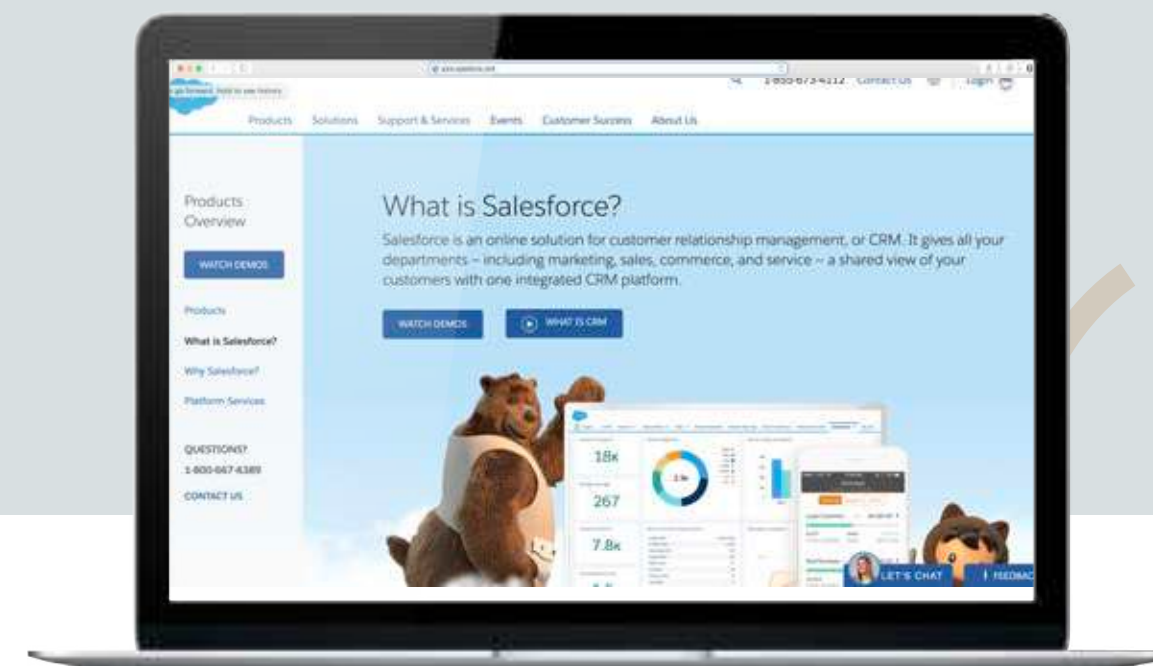
Watch the keynote streamed on the Twitter feed or on Salesforce Live.



Capture interview footage on site to create a Trailblazer Moment



Socialize a keynote video clip to keep the momentum moving...and hopefully find the love that Adam & Tracee did.



Post Event  
Extending the influence and targeting

An overhead view of a large wooden conference table with several people seated around it. The image is dimly lit, focusing on the hands and devices. People are using smartphones, tablets, and a laptop. The text is overlaid on this scene.

# SO THANKS CONTENT!

CONTENT HAS TRANSFORMED EXPERIENTIAL.  
SOCIAL MEDIA HAS REDEFINED EXPERIENTIAL'S ROLE.

IF YOU'RE NOT CREATING CONTENT, YOU'RE NOT REALLY CREATING EXPERIENCES.

# Focus Areas



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DO YOU DESIGN EACH  
EXPERIENCE WITH PURPOSE?



IS THERE RELEVANCY AND  
CONSISTENCY ACROSS EVERY  
TOUCH POINT?



DOES THE EXPERIENCE DESIGN  
MAP TO YOUR BRAND & CORE VALUES?



A person is walking on a floor with a complex, geometric pattern of overlapping lines and shapes. The person is wearing dark pants and light-colored sneakers. The scene is dimly lit, with a blue text overlay in the center.

EVERY JOURNEY  
CAN BE CURATED



HUMAN CONNECTION  
IS THE NEW CREATIVITY

# SALESFORCE EXAMPLE

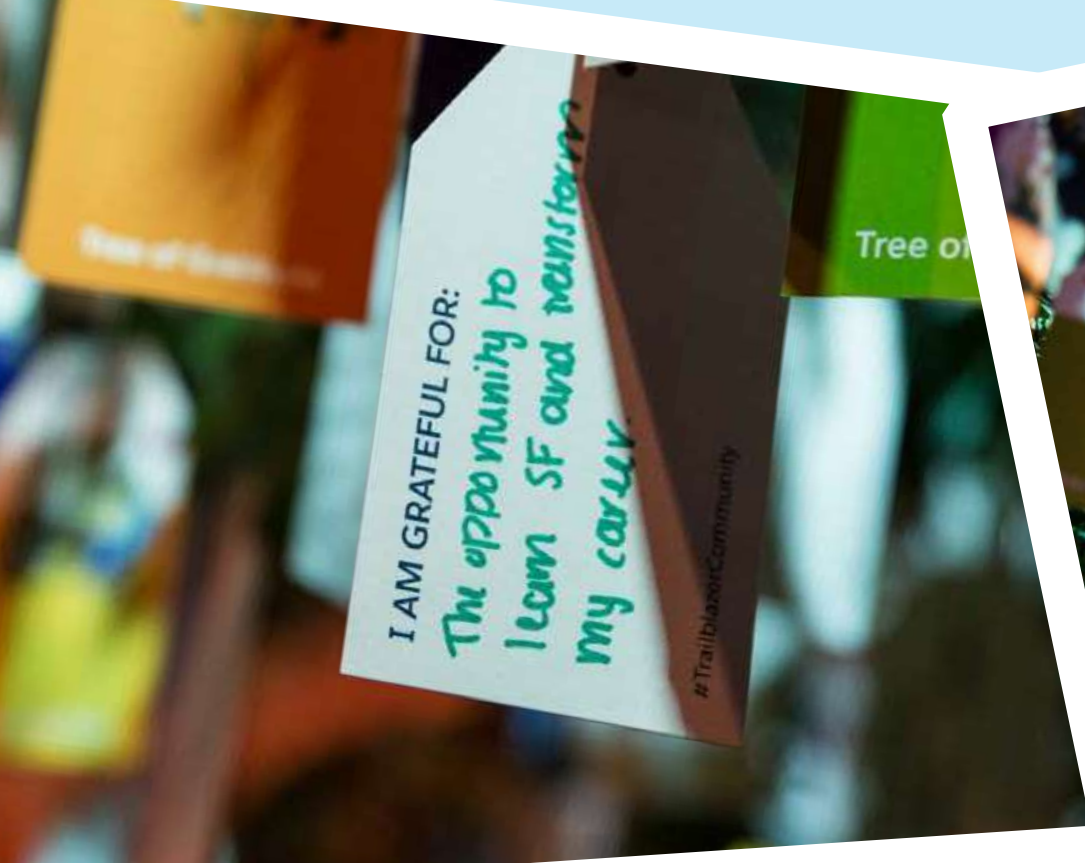


# DRIVEN BY FOUR CORE VALUES



# SALESFORCE STARTS WITH CORE VALUES, TOO.

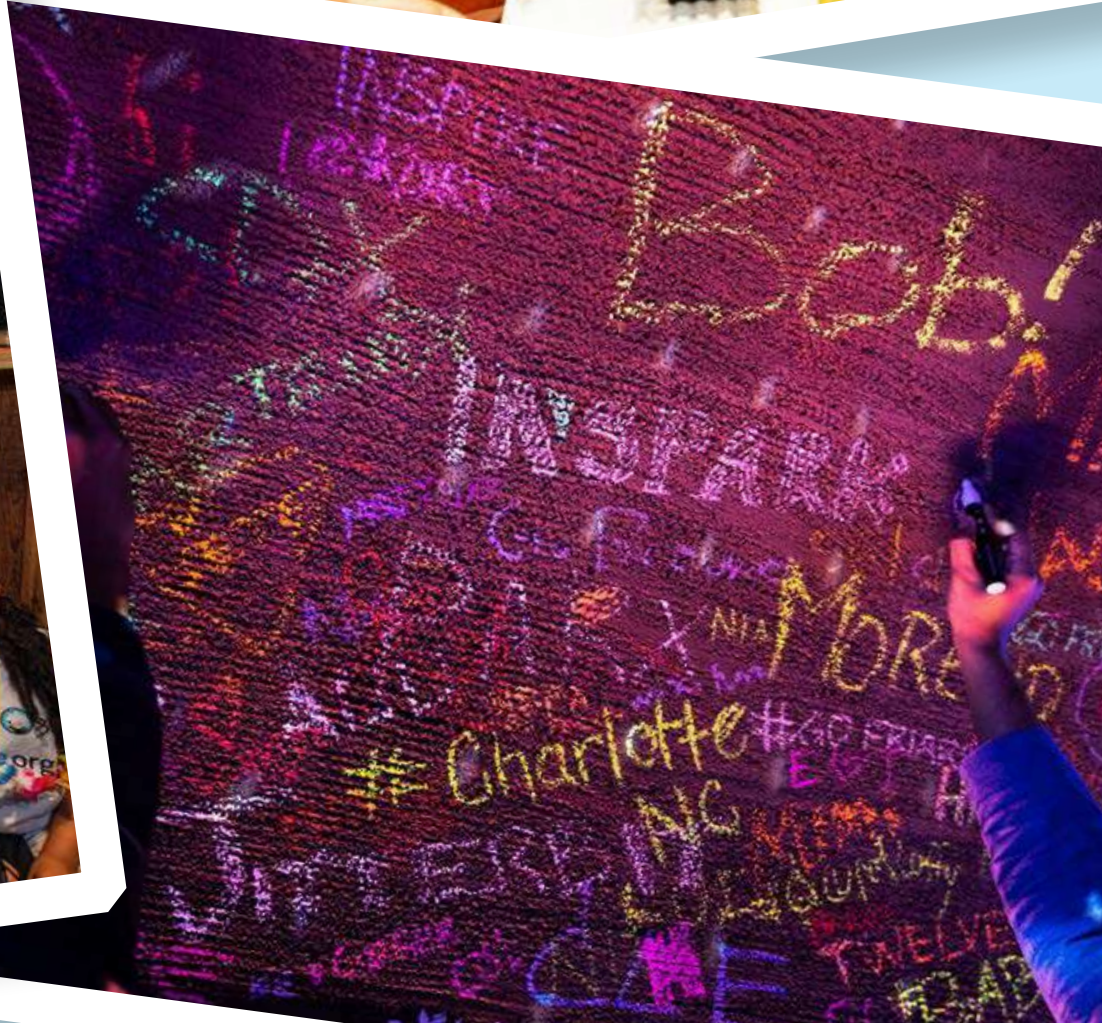
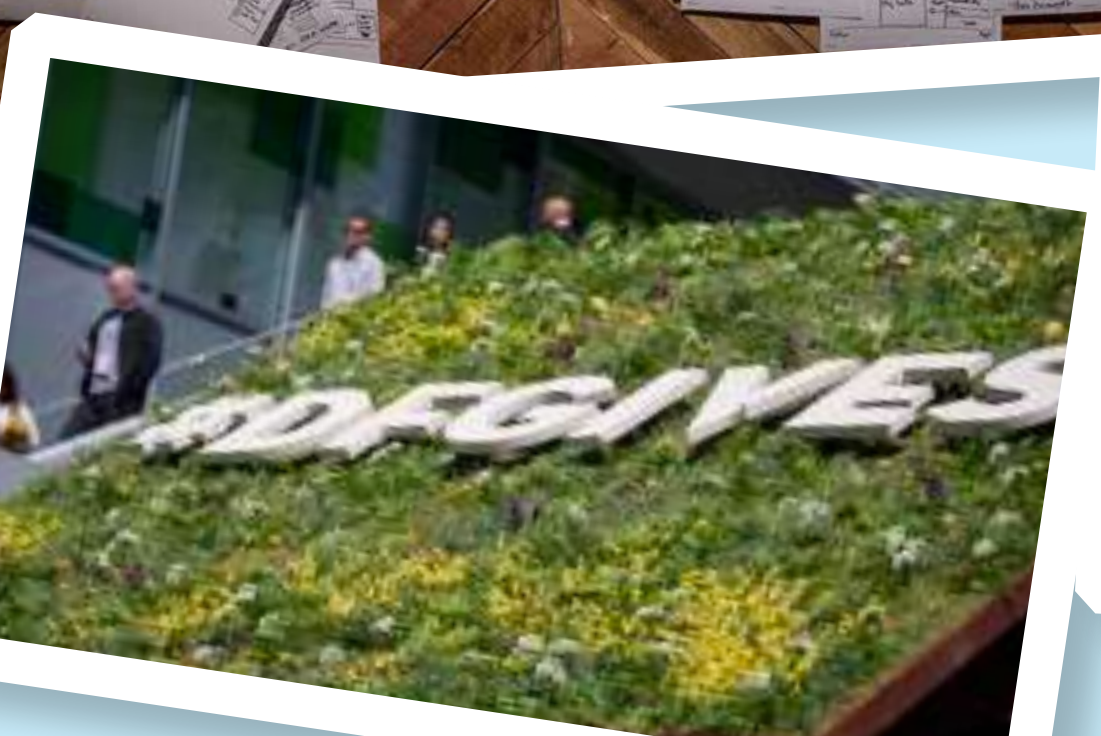




# SKETCH IDEA GALLERY



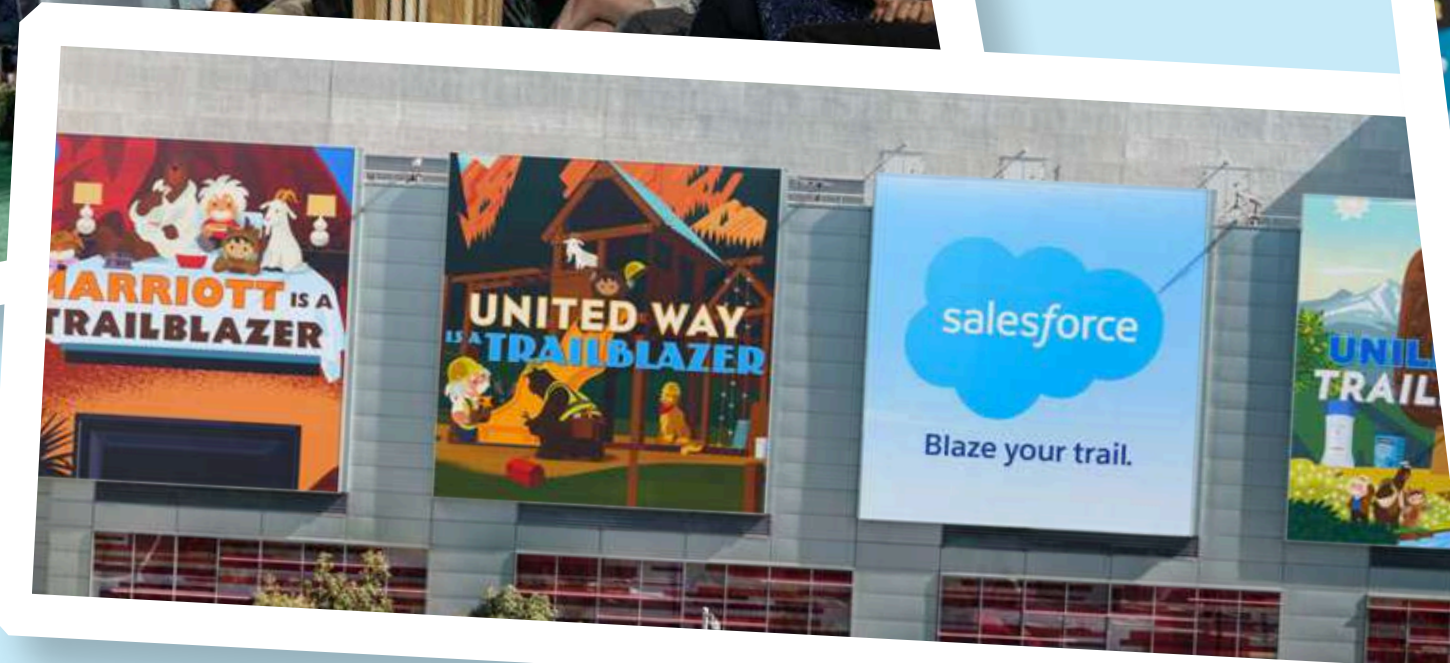
DREAMFORCE CORE VALUE #1  
**INSPIRATION**

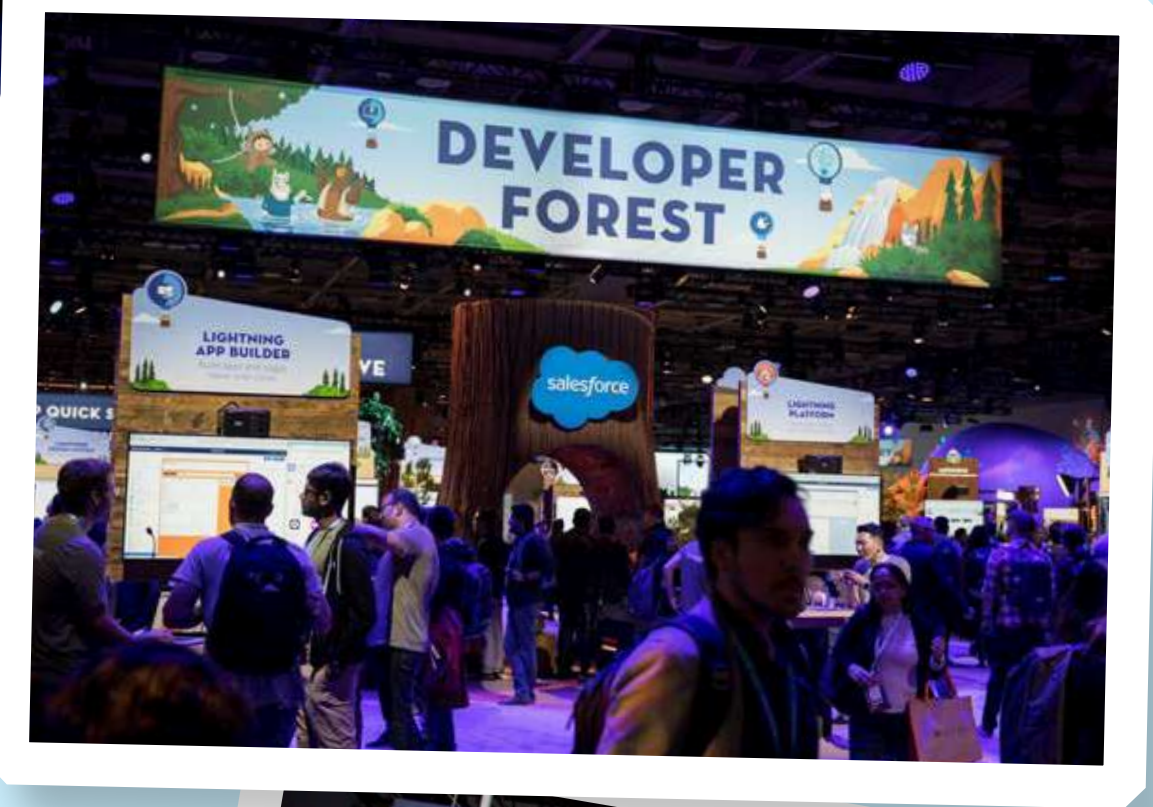




DREAMFORCE CORE VALUE #2

# CUSTOMER SUCCESS





DREAMFORCE CORE VALUE #3  
**INNOVATION**







DREAMFORCE CORE VALUE #4  
**EQUALITY**





DREAMFORCE CORE VALUE #5

**FUN!**



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An overhead view of a group of people sitting around a large wooden conference table. They are using various devices: smartphones, tablets, and a laptop. The scene is dimly lit, with the primary light source coming from the devices and the table's surface. The text is overlaid on this image in two blue rectangular boxes.

# APPROACHING YOUR EVENTS BY DISCIPLINE?

WELL, YOU'RE NOT ALONE  
BUT IT IS TIME TO  
BREAK DOWN THE SILOS



EXPERIENCES MUST BE DESIGNED  
AND PRODUCED BY  
INTERDISCIPLINARY & DIVERSE  
TEAMS



TO DELIVER  
TRULY INTEGRATED ATTENDEE  
JOURNEYS



FOR EVERYONE



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SITTING AT THE ADULT'S TABLE

BRINGS ADULT RESPONSIBILITIES



TO YOUR BRAND  
AND TO THE WORLD

# The Social Responsibility of Business

By supporting a modest tax increase, companies in San Francisco can help end the city's homelessness crisis.

**By Marc Benioff**

Mr. Benioff is the chairman and a co-C.E.O. of Salesforce.

Oct. 24, 2018



## What you communicate is how the world sees your company.

Everyone has to be aligned on how they communicate the brand. Everyone has to stay positive. If you want to be successful, you have to present your company like a success. Having the right attitude is critical. We're known for our events. We like to make a big splash. But the most important aspect is the live feedback we get. When I see customers nodding in agreement or reporters live blogging from our keynotes, I know that we are connecting with the market. Time after time though, it's the customers who are the real stars of our events and all of our communication. Nothing matches the persuasive power of their authenticity and enthusiasm. In essence, our customers are our brand.

— MARC BENIOFF, CHAIRMAN & CEO, SALESFORCE

Experiential marketing  
knows no bounds.  
And as brands continue  
to evolve, it is fast becoming  
the secret weapon  
for marketers.

# EVENT MARKETING 2019

## Benchmarks and Trends Report

Benchmarks and Trends Report

### Demographics

**1,000+**

marketers took the survey.

**\$360.3** billion

USD in total annual revenue of companies represented.

**65%**

of respondents are key decision makers within their organizations.

**71%**

of respondents are located in North America.

**\$738+** million

USD in event spend managed by these marketers.<sup>1</sup>

<sup>1</sup>Calculation uses assumptions based on 2014 Frost & Sullivan report, Financial Analysis & Market Sizing of the Event Management Software Market.

Businesses that are surpassing company-wide goals consider events to be the single most effective marketing channel for their organization. These companies spend more of their marketing budgets on events, invest more heavily in event technology, and have less trouble proving event ROI.

1 Most respondents (41%) consider **live events to be the most critical marketing channel in achieving business outcomes** (out of 9 possible channels). This reflects a 32% increase since 2017.

2 **Businesses are doubling down on live events. Between 2017 to 2018 the number of companies organizing 20 or more events per year increased by 17%.** Additionally, the vast majority of respondents (95%) believe in-person events provide attendees with a valuable opportunity to form connections in an increasingly digital world. This reflects a 12% increase compared to 2017.

3 The majority of company leaders are supportive of their company's event strategies, but this support is contingent on the ability of event teams to prove ROI. The majority (84%) of leadership (Vice President and C-Suite) believe in-person events are a critical component of their company's success. **Respondents from companies whose leaders support events are 28% more likely to prove event ROI.**

4 **The most successful businesses are spending 1.7x the average marketing budget on live events.** The majority of these organizations (66%) also do not express trouble proving event ROI and are leveraging event software systems that are integrated with core business platforms within their organization.

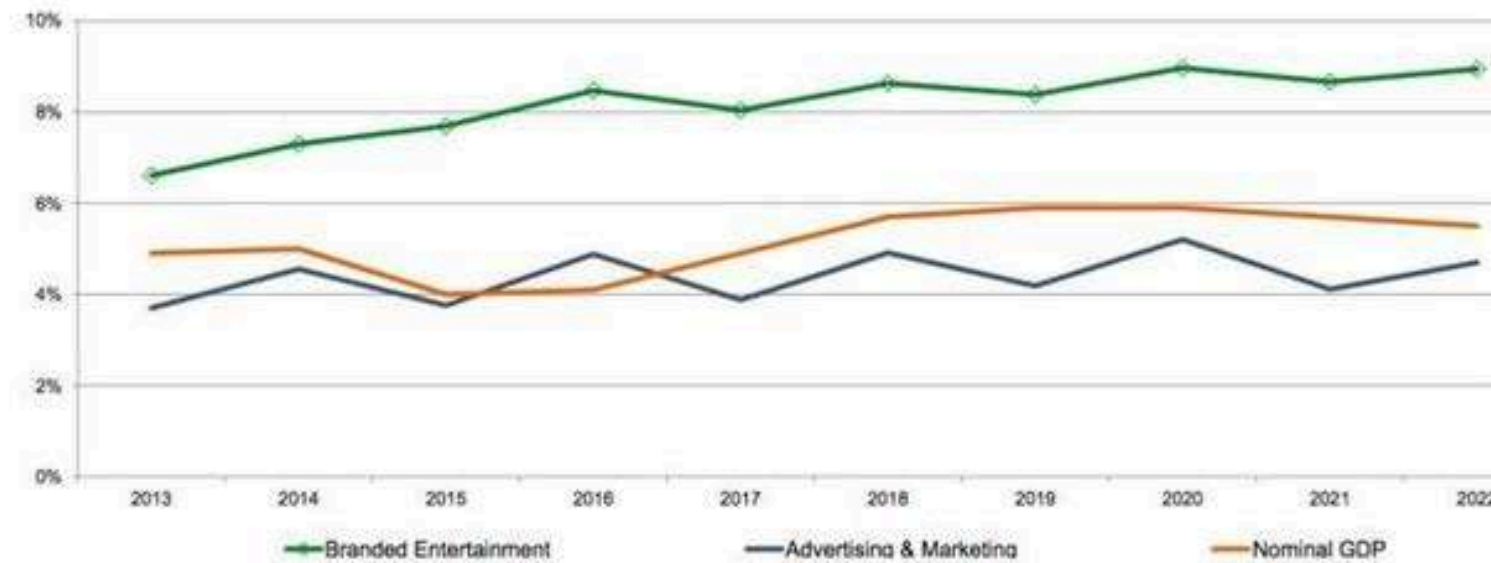
5 **Companies using multiple event software solutions have 2x more trouble demonstrating event ROI than those with one integrated event software solution.**

6 The majority of businesses that use event software (53%) plan to provide more people in their company with access than they currently do. On average, **businesses that use event software save 223 hours a year.**

## Branded Entertainment Growing Twice as Fast as Advertising Spend, Study Finds

Rachel Haberman | April 23, 2018 | 4 Minute Read

### Branded entertainment growth vs. advertising/marketing, GDP, 2013-2022



Source: PQ Media's Global Branded Entertainment Marketing Forecast 2018.



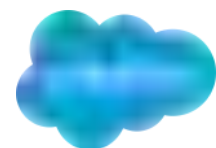
Advertising | Ad Craft | Marketing | Television | Digital | Print | Radio | In-depth | BuzzInContent

### Marketing

## Experiential marketing spend poised to grow from 15%

With the sector pegged to grow at 13-14%, brands are likely to increase their spend, say Global CEO of Geometry Global Steve Harding and Roshan Abbas, Managing Director, Geometry Encompass India

ARE YOU READY?



I've learned that people  
will forget what you  
said, people will forget  
what you did, but  
people will never forget  
how you made them  
feel.

- Maya Angelou





# QUESTIONS?

# Thank you

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