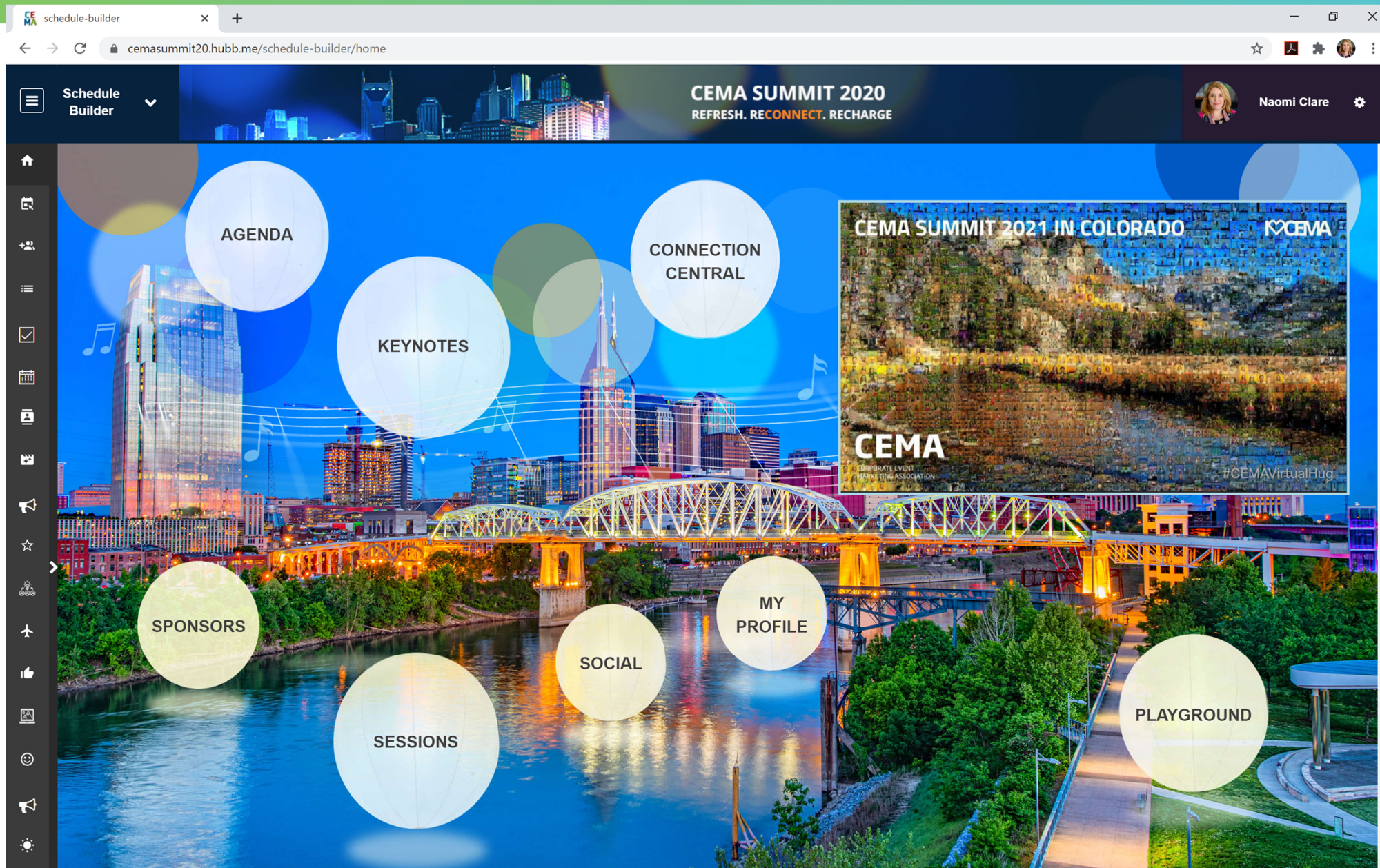


CORPORATE EVENT MARKETING ASSOCIATION

Services: Experience Mapping; Custom Lobby Environs; Speaker Presentation Templates; Site assets; Virtual Backgrounds



The CEMA Summit was entirely virtual for the first time in 2020.

Originally intended to be held in Nashville at the JW Marriott hotel, the site design – like the experience design – celebrated those venues, with a tagline of 'Bringing Nashville To You!'

Storycraft LAB helped to extend the branding and messaging into the Hubb platform's site design and built a journey map that the planning team could use to understand the attendee experience.

CEMA SUMMIT

Experience Mapping

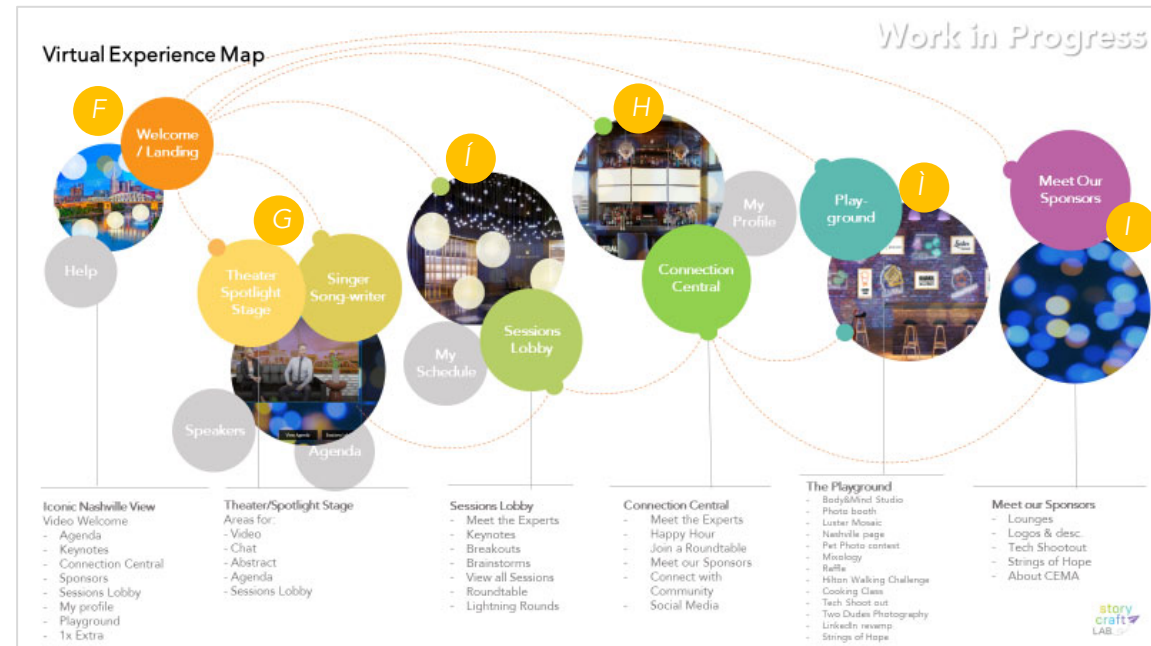
Home

Links to

- Agenda
- Keynotes
- Connection Central
- Sponsors
- Sessions
- Social
- My profile
- Playground

- Show Welcome Video to play one time for each user PER day and then links to luster mosaic in progress (embed URL from vendor)
- Waiting for confirmation from Hubb that mosaic iframe can link to separate page

This document is a creative strategy brief. The images shown in this document are guidance only and show intent, NOT final design product.



Home

Links to

1. Agenda (design TBD)
2. Keynotes
3. Connection Central
4. Sponsors
5. Sessions
6. Social
7. My profile
8. Playground

This document is a creative strategy brief. The images shown in this document are guidance only and show intent, NOT final design product.

Storycraft LAB built a journey map that the planning team could use to understand the attendee experience.

This helped the client and committee of partners visualize the experience flow, making informed choices about sequencing and adjacencies of touchpoints.

It also helped to capture the decisions made in group discussions and communicate these effectively to the dev team for implementation.

CEMA SUMMIT

Visual Assets: Speaker Presentation Templates; Site assets; Virtual Backgrounds



Storycraft LAB helped to extend the branding and messaging into the Hubb platform's site design, creating the visual assets needed to build out the platform design.

This included a series of virtual background, presentation templates, lower thirds and motion bumpers necessary to pull the look and feel through the visual elements of the experience, beyond the platform.

CREATIVE LOOK AND FEEL: Presentation Covers Lower Third Banners

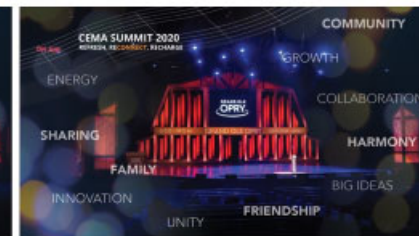


Source Assets:

- PowerPoint templates of presentation cover
- Photography provided by CEMA
- Image with 'Bokeh' effect
- Art file with musical score image

CREATIVE LOOK AND FEEL: Virtual Backgrounds

Work in Progress

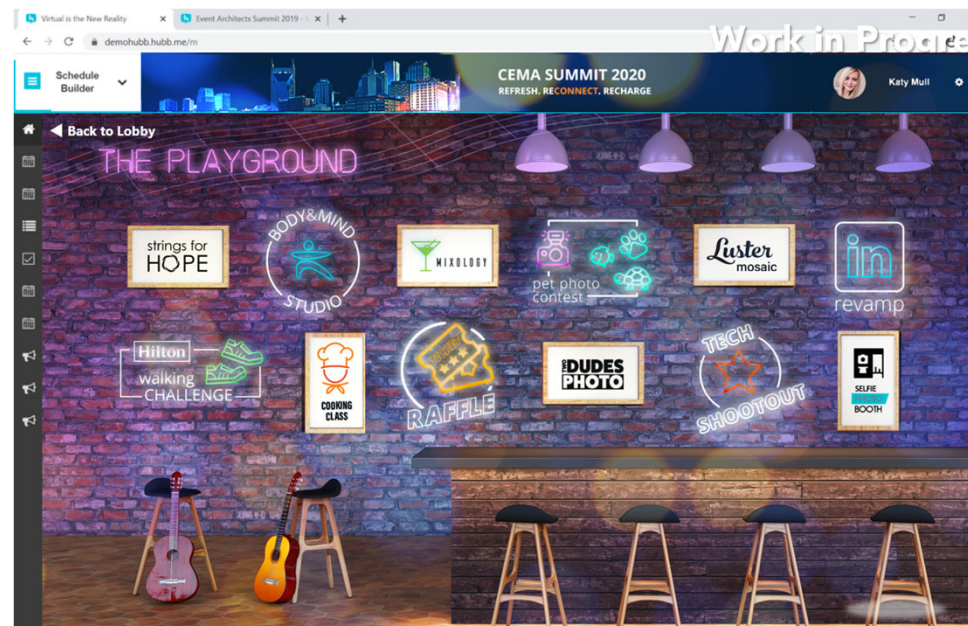
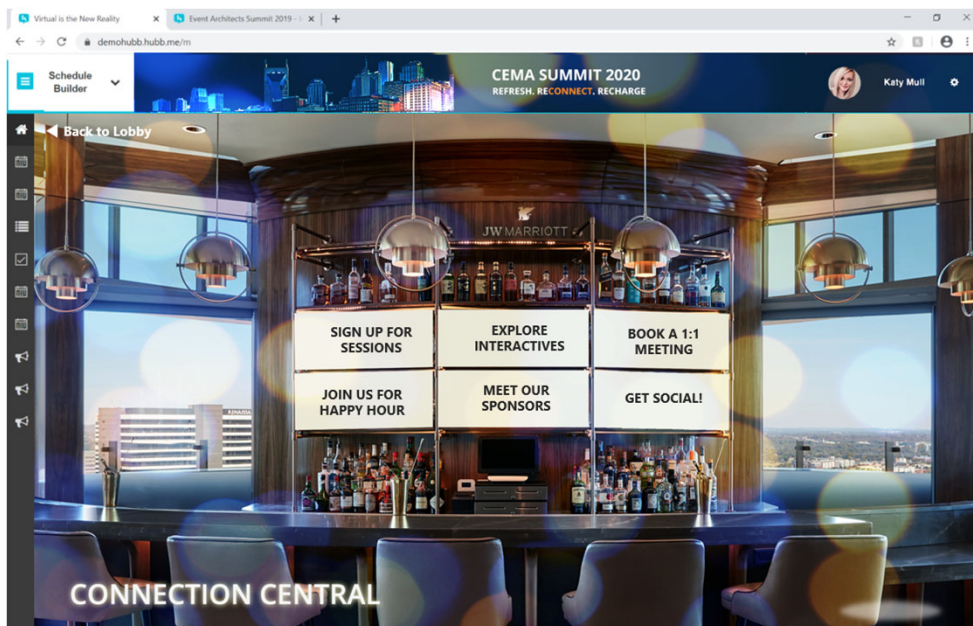
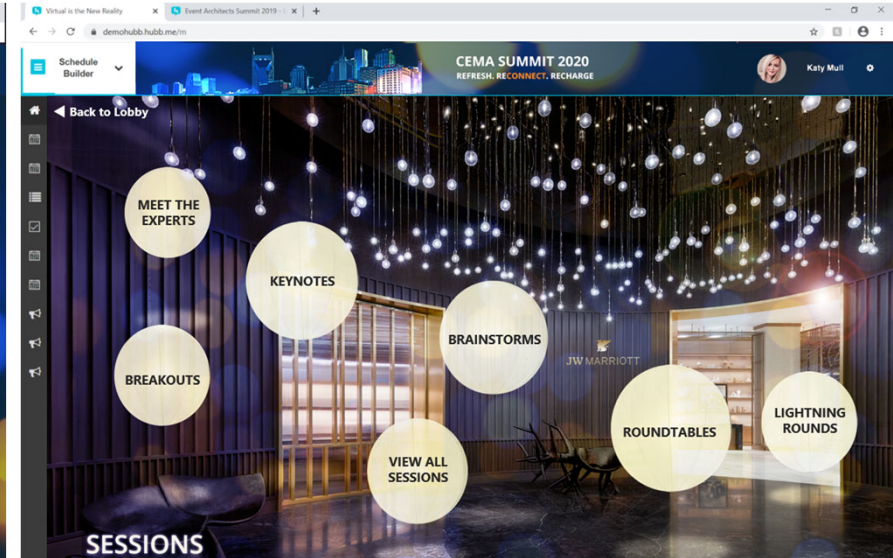
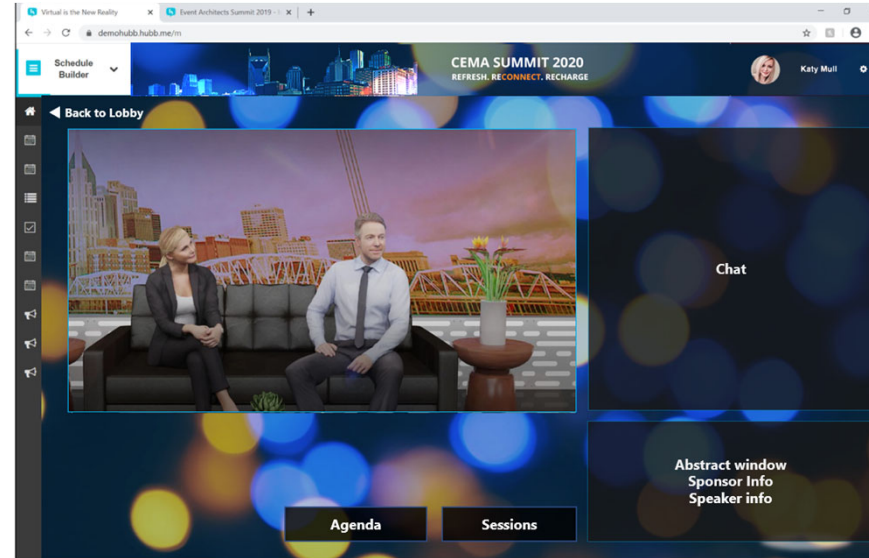
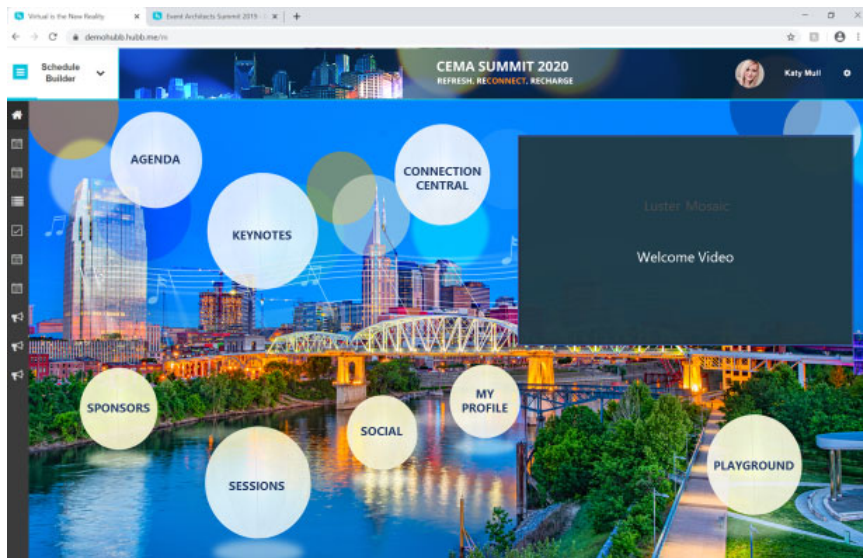


Source Assets:

- Photography provided by CEMA
- Image with 'Bokeh' effect
- Art file with musical score image

CEMA SUMMIT

Custom Lobby Environs



Originally intended to be held in Nashville at the JW Marriott hotel, the site design – like the experience design – celebrated those venues, with a tagline of 'Bringing Nashville To You!'

Storycraft LAB utilized imagery from the venue as backdrops for the platform interface. There was just one custom 3D designed page: The Playground, where sponsored interactive sessions were given fun neon icons and picture frames.

CEMA SUMMIT

Session Delivery

STORYCRAFT LAB METHOD
Building Audience Profiles

We create experiences that deliver messages. There are characteristics unique to experience journeys we are concerned with at conferences.

Social
How do we interact socially?

Interpretive
How do we connect with content?

Learning
How do we process information?

Leadership
How do we relate to our teams?

THE SEEKER
Mantra: "Your mountain is waiting, so get on your way!"

SOCIAL MODEL: Driving // Expressive

- Craves human connection
- Seeker of spontaneity and the unexpected
- Wants to get colleagues together to test the limits
- #FCMO

CONNECTING: Physical // Objects

- Interested in tech as a means of connection
- Needs variety in learning/engagement formats
- Community focused

LEARNING TYPE: Kinesthetic // Visual

- Loves group brainstorming + active, hands-on learning
- Desires options for creative external stimuli

LEADERSHIP STYLE: Directing // Expressing

- Leads with expression, and fearless direction
- Wants to connect with new places and faces, hear their stories
- Hates being "on mute."

ENGAGEMENT COMFORT: Prior to Covid 19, the social networking calendar was filled daily. When it's safe for in-person events, they will be the first to attend.

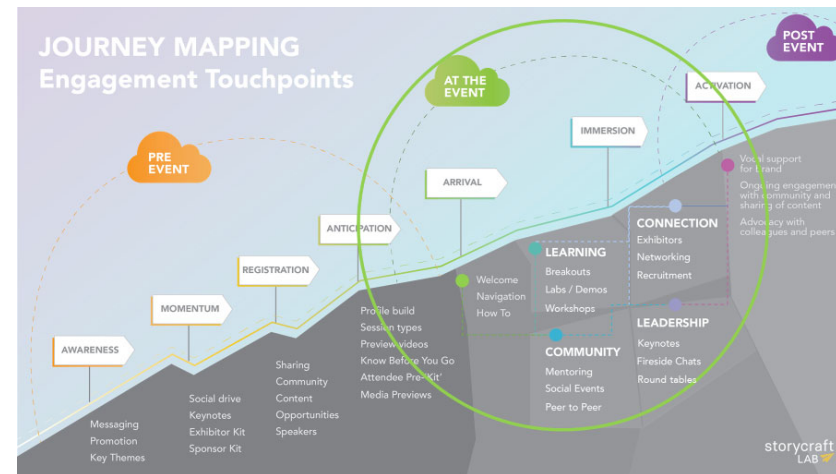
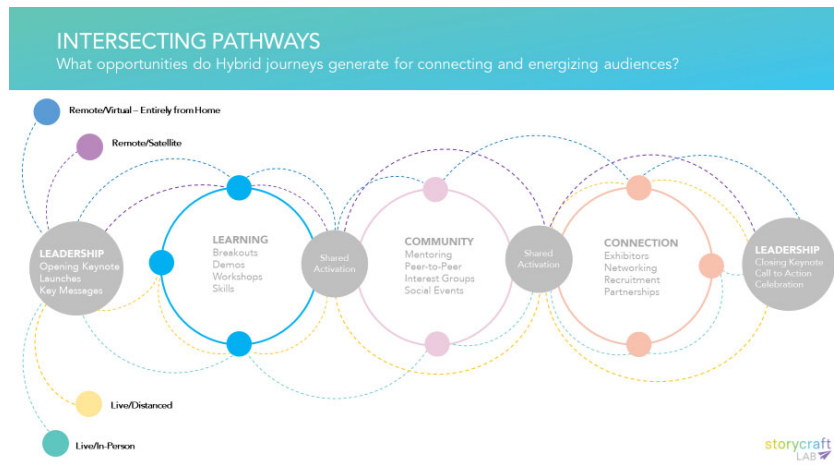
EXPERIENCE GOALS: Connect. Attendees across the virtual divide in a way that engages and empowers them. Demonstrate the value of Asm as an industry connector.

EXPERIENCE MIX: Community. The ability to gather socially is important to The Seeker. This includes visibility and energy in the chat for virtual events. They will be uplifted and engaged through welcome and closing parties.

Context: Brainstorms, Labs, Workshops – Keynotes with interactive and LIVE Q&A – any formats that allow participation and input in the moment. Especially loves the ability to see / sense that their input is valued, recognized and shapes the group experience.

Well, hello everybody, this is "Storycraft Lab," CEMA CORPORATE EVENT MARKETING ASSOCIATION

Storycraft LAB delivered two sessions at the CEMA Summit: One was an overview of Empathy Profiles for audiences and another was a Journey Mapping workshop using the MURAL tool, where attendees could map the experience of a variety of Hybrid Journeys.



Hybridonia 2021

CRAFTING HYBRID ENGAGEMENT
One Journey At A Time!

See You at The Summit!

ARRIVAL
Welcome Navigation How To

LEARNING
Breakouts Labs Demos Workshops

COMMUNITY
Mentoring Social Events Peer to Peer

CONNECTION
Exhibitors Networking Recruitment

LEADERSHIP
Keynotes Fireside Chats Round tables

Shared Activation