


Society of Motion Picture and Television Engineers 2020


Services: Custom Lobby Environs; Site assets; Experience Mapping



**SMPTe 2020
GAME ON**

Experience Mapping Workshop
June 25, 2020

Touchpoint Map




AGENDA

Overview of Touchpoint Map

Workshop 6 designated Landing Pages (spaces)

- Identify SMPTe goals for each space
- Identify audience needs/wants in each space

AUDIENCE PROFILES



"The Surveyor"
Engineer/Technologist

Experts in their fields | Appreciates accuracy & data | Questioning

CONNECT


- Connects through the act of learning.
- Networking as extension of business, or where gathering occurs (Expo)
- Thematic ideas, People Stories.

LEARN

- Workshops, Labs, Hands on Play-acting
- Educational formats but facilitated, with a clear framework to use-test

LEAD

- Data informed decisions
- Innovation or product themes led by exhibitors.



"The Sage"
Executive

Interested in a white glove experience | Big Picture thinkers

CONNECT


- Leadership/Community connecting with shared problem/challenges
- Bespoke experiences
- Pedagogical Objectives

LEARN

- Traditional modes - presentations and round tables. Fireside chats. Smaller groups.
- Appreciates a curated approach

LEAD

- Tech Leadership: wants to hear innovation stories from real-life people.
- Interested in sharing their own experience and expertise.



"The Explorer"
Software Developers

Early tech adopters | Detail-oriented | Experimental

CONNECT

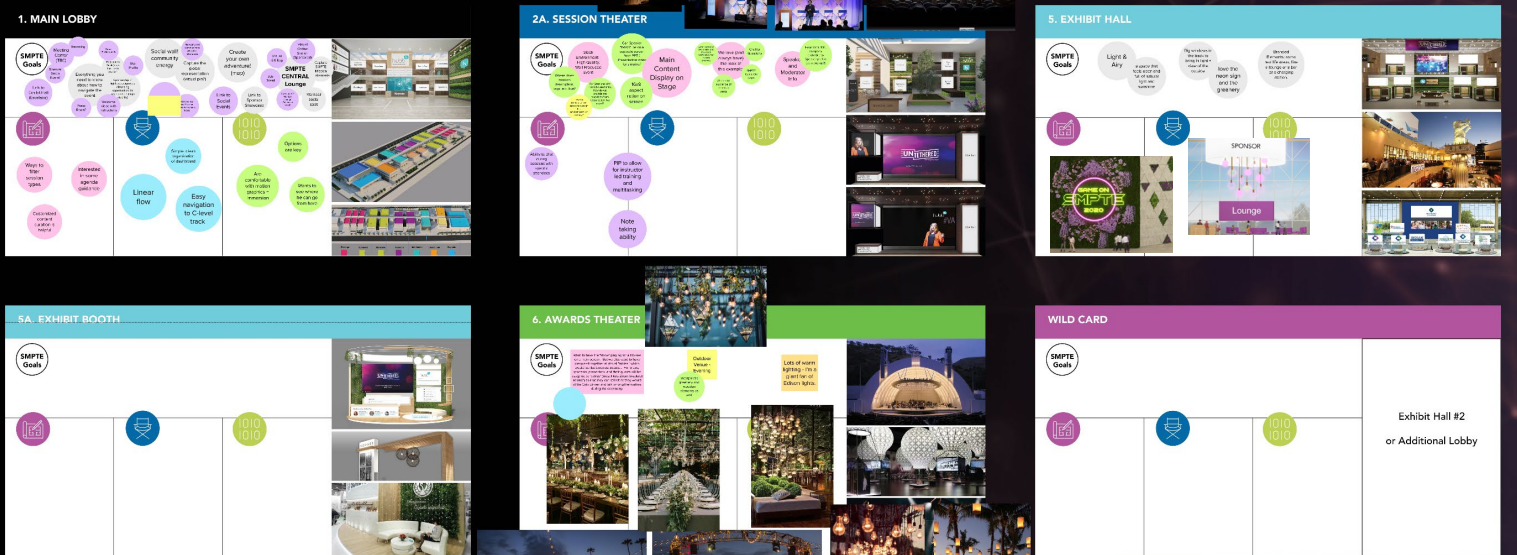
- "Physical" - somatic sensations or experience. Effects of glowing animation techniques.
- Co-create & discover- portals of future eggs.

LEARN

- Comfortable with ambiguity. "Create your own adventure"
- Likes to interact with and share experience to meet own needs

LEAD

- Software innovations that stimulate creativity
- Tools and looks that they can "take" and apply in their unique way.




+


We partnered with Hubb and Dynamic Events in the development and delivery of this event. Our up-front work included Experience Mapping support, to help the team consider audience experience touchpoints and align a diverse group of stakeholders around the creative strategy to engage their audience.

From here we jumped into the creation of the different areas we were customizing. We began with the exhibit halls and booths to fit with the sales cycle and event revenue generation. From there we moved to the lobbies so that SMPTe could build an exciting visual story to market to attendees.

Society of Motion Picture and Television Engineers 2020

Services: Custom Lobby Environs; Site assets; Experience Mapping



In 2020, SMPTE reimaged their flagship event for a virtual format on the Hubb platform. Using a Game On theme to celebrate digital engagement, they incorporated elements like Eastereggs and incentivized 'gamification' to encourage interaction and exploration of the site.

In the lobby example at left, the globe linked attendees to an interactive map that they could add to. And the gift bags did in fact allow you to collect event 'swag'.

Society of Motion Picture and Television Engineers 2020

Services: Custom Lobby Environs; Site assets; Experience Mapping

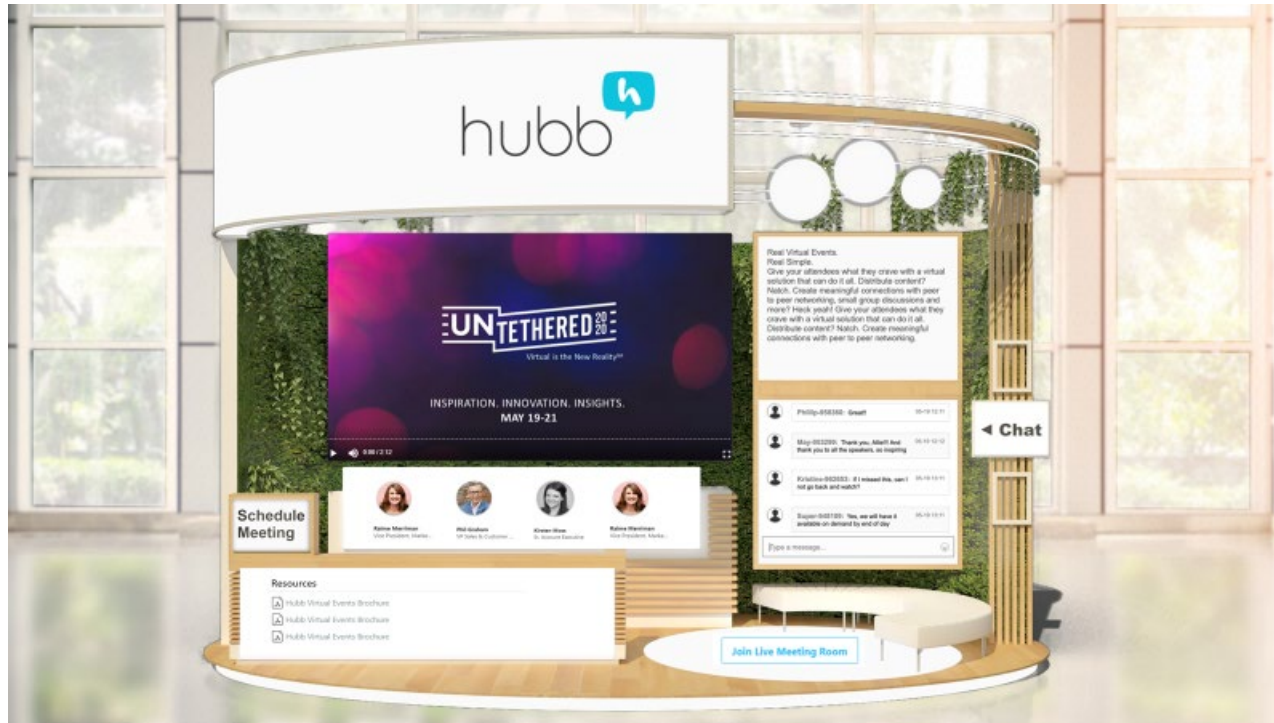


SMPTE wanted the designs to reference some familiar physical elements of their live events from years past as well as their HQ building - light, glazed atriums, incorporating green walls and textured stonework. These material treatments were applied throughout the site so that the spaces felt connected and continuous.

In the exhibit halls, a series of sponsored lounge areas were created to allow for the integrated networking that exhibitors have access to on a live showfloor.

Society of Motion Picture and Television Engineers 2020

Services: Custom Lobby Environs; Site assets; Experience Mapping



The result was a creative and thoughtful mix of reality and fantasy that only virtual can provide - custom designed Exhibitor booths to support sales conversations and capture key metrics one the one hand, and on the other, a grand theater showcase for their gala event inspired by the Dolby Theater in LA - a dream venue that might not have been possible without some virtual magic.

The center rectangular field of the stage also carried the video presentations for their gala event. We provided the production/AV team with a series of rendered backdrops to use for their presenters and create the illusion of integration with the scenic environment.

