



This is not an event

Jos Feijen, Vergil insight ideas



Co-owner
Strategy director
Leading dutch communication
agency



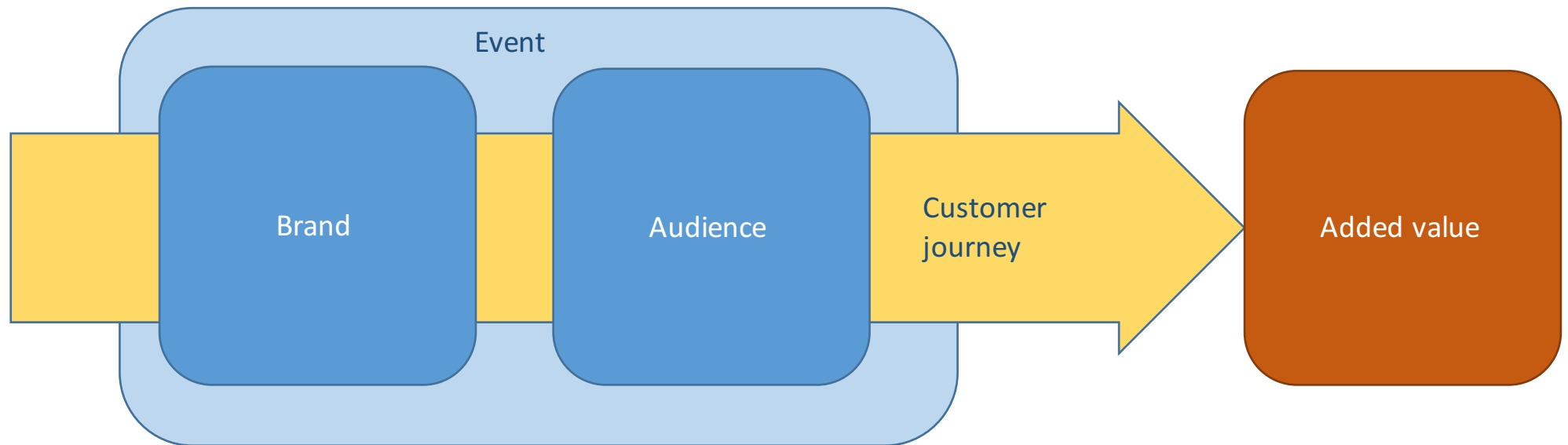
Co-founder of 27 Names



General manager of Music
Venue

300 programs
150.000 visitors

Creating events



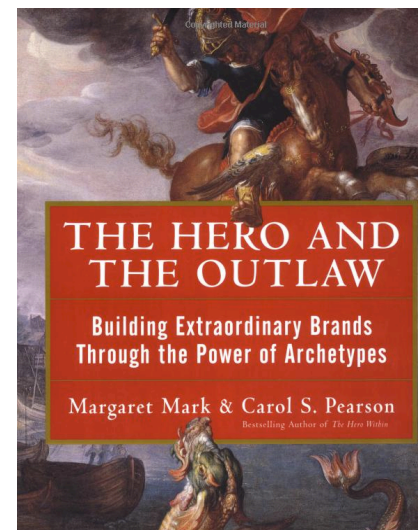
Enabling live communication

1. Understanding the brand

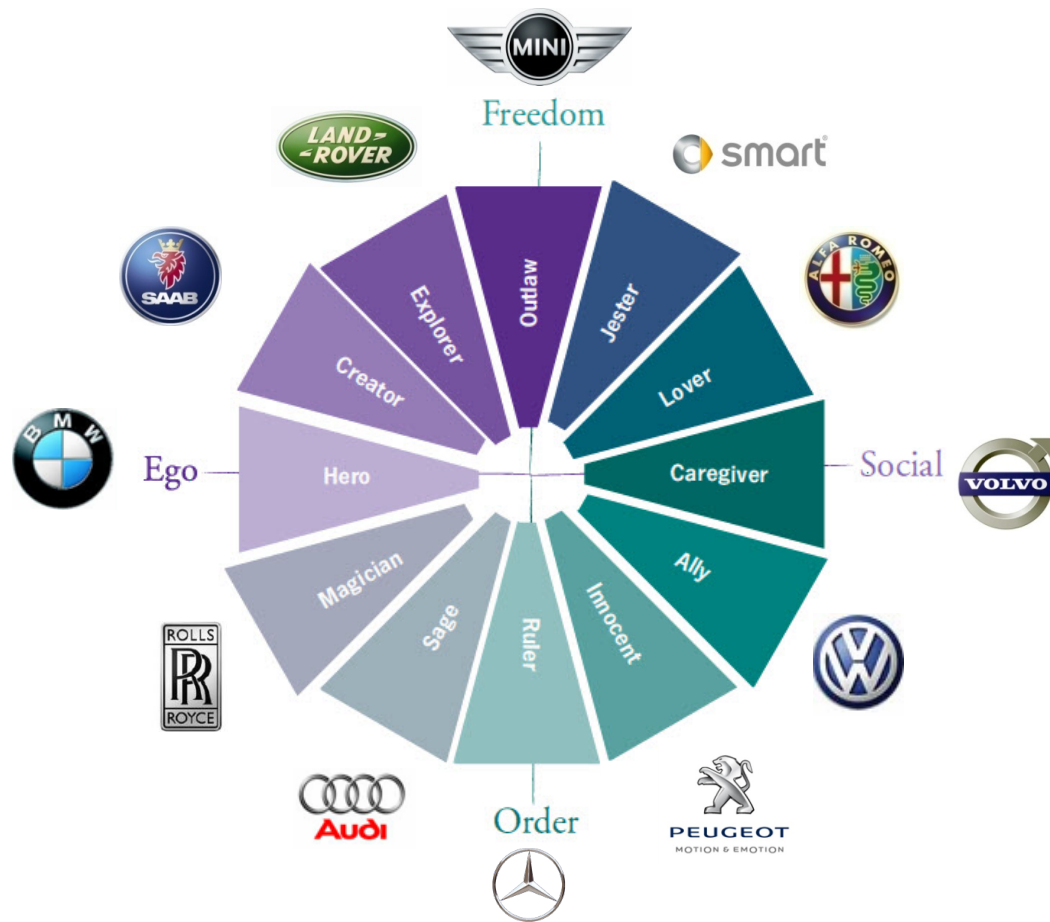
Only by understanding
the brand **a fitting experience** is
created.



Carl Gustav Jung:
'Become who you are'

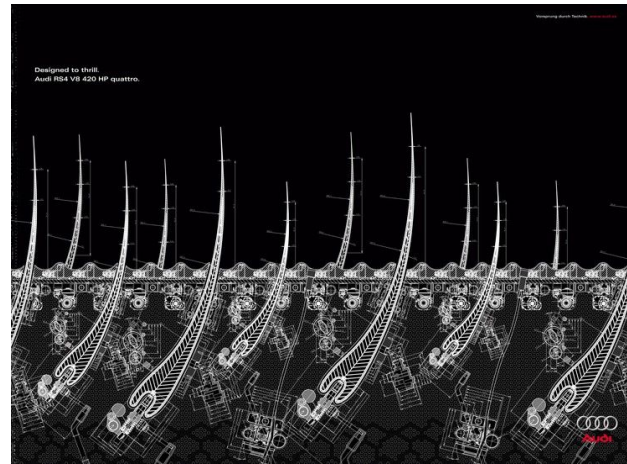


Brand archotyping





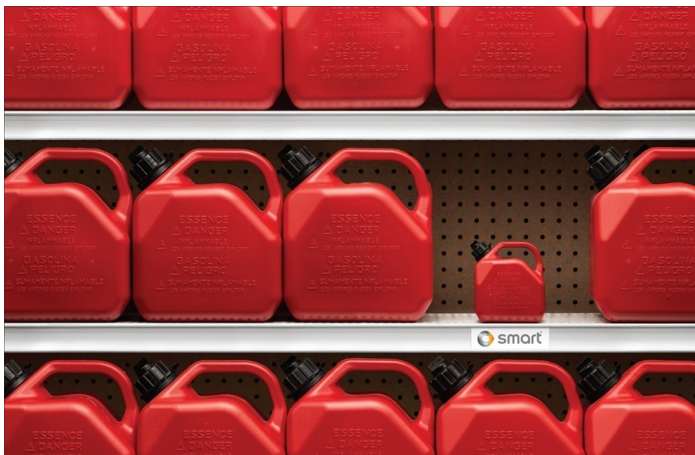
Rebel, freedom



Sage, knowledge



Explorer, adventure



Joker, being different



Ruler, the best



REFINED ELEGANCE.
RAW POWER.

Some of the most powerful performance are the most beautiful. When it comes to the all-new BMW 6 Series Gran Coupé, you will discover that beauty is more than just words. The sleek, elegant contours of the all-new Gran Coupé are a masterpiece of design. In addition, the car's performance is equally impressive. For more information on the new exceptional performance visit your local BMW dealer or www.bmw.com.

THE ALL-NEW BMW 6 SERIES GRAN COUPÉ.

Hero, performance

BMW EfficientDynamics
LATVIJAS PASĀKUMU FORUMS
 RĪGA 2015
 WWW.PASAKUMUFORUMS.LV



Magician / hero

Enabling extreme performance



EINDHOVEN

Magician / sage

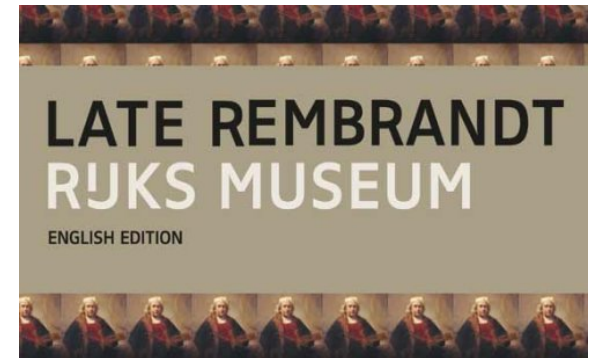
Making it happen



RIJKS MUSEUM

Ruler

Visit the worlds best



2. Understanding the audience

Only by understanding
the audience **their expectations**
will be exceeded.



Identity

It is a part of the way you live



Party

Having a really great time

Content

Entertainment



Enrichment

Try and find something new and interesting .



Occasion

A reason to go and have a good time

Personal



Identity

It is a part of the way you live

Party

Having a really great time



Content

Entertainment

Enrichment

Try and find something new and interesting .

Occasion

A reason to go and have a good time



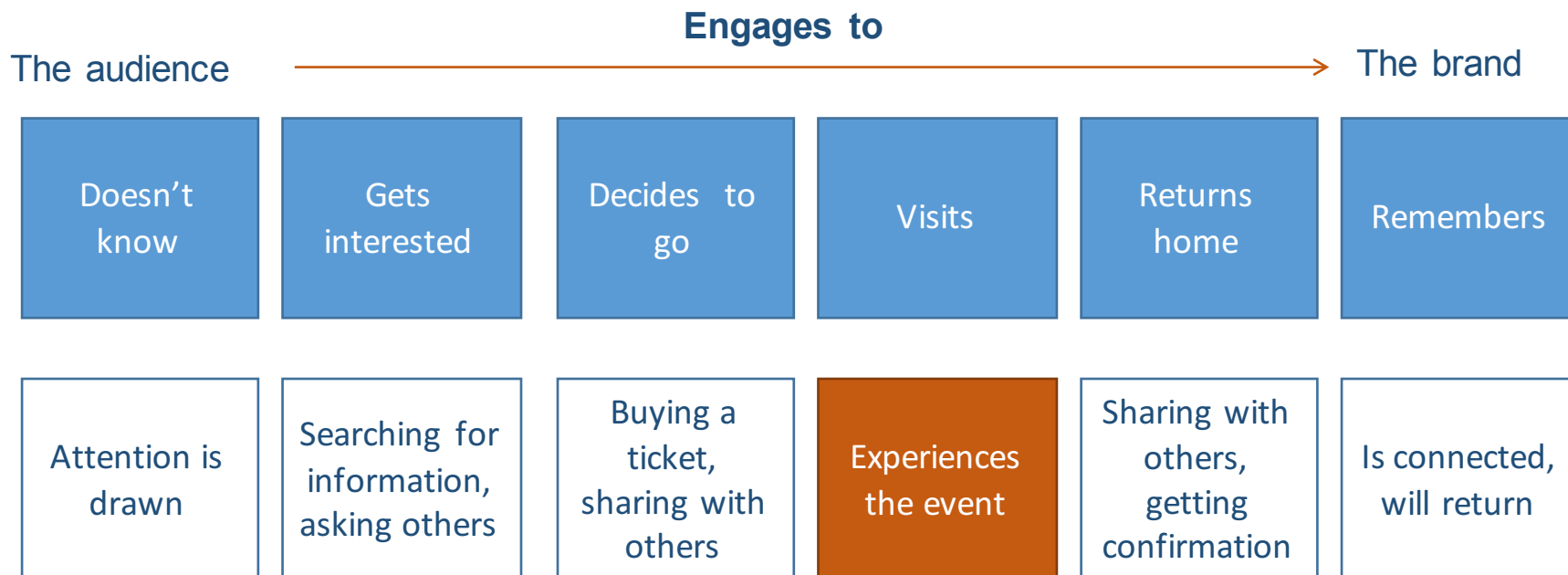
Personal

Group

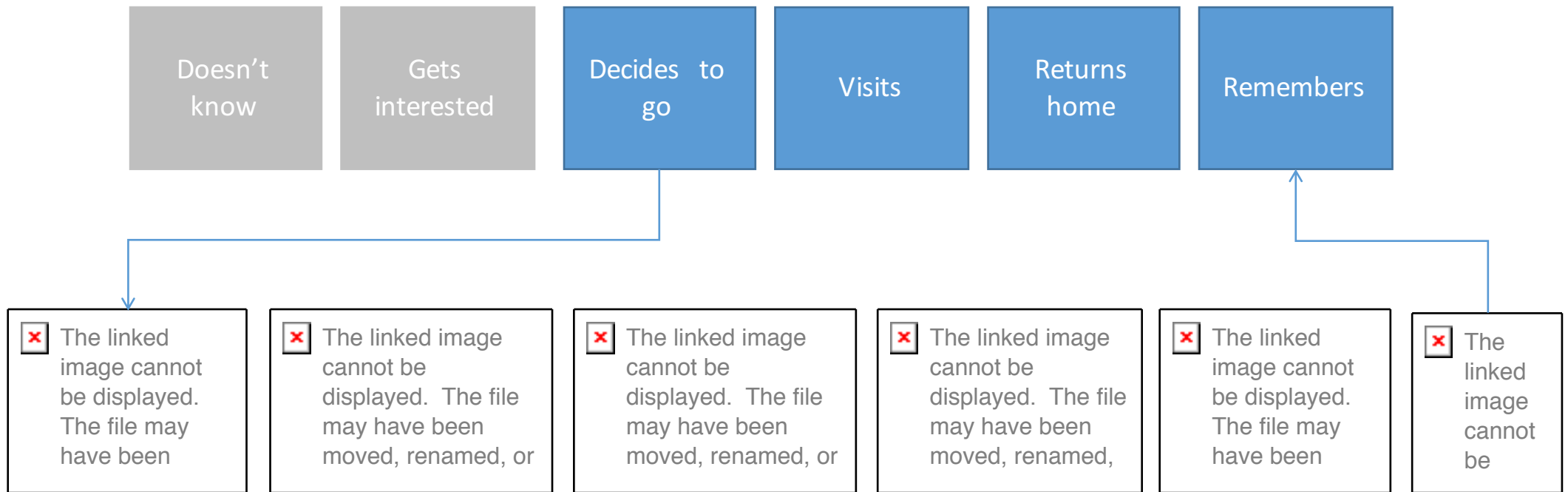
3. Working the customer journey

Only by working
the customer journey
the audience will engage to the
brand.

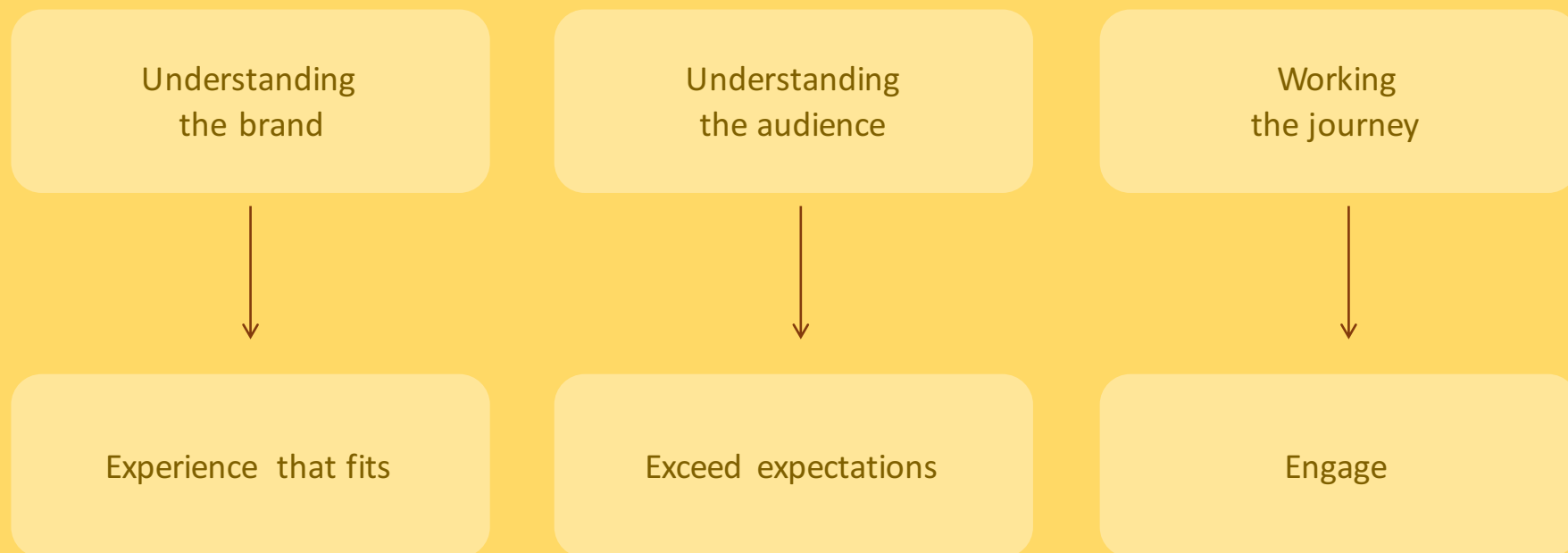
The customer journey



An example



Three stage approach



Events create excitement

Live communication adds value

CASE



wonen limburg



wonen limburg

Archetype

Ally

Message

your neighbourhood is your home

Experience

occasion



wonen limburg





wonen limburg



5.000 tenants won a ticket for a day trip seeing the exhibition and meeting the employees

150 employees helped organise the event and connected to tenants and stakeholders

250 stakeholders went into discussion on social housing topics and connected with Wonen Limburg management

All joint together at the end of the day to sing a long during a concert of the most popular band of the region

As a follow up to the event a Wonen Limburg tour through all neighbourhoods was organised were employees, stakeholders and tenant sentered into discussion