

NVE AT EMS

An Insight Report on EMS and Campaign for NVE

Time Parameter:

2022 vs. 2023

APR 17-19 2022 vs MAY 9-11 2023

Arya Zhang | December 7

AGENDA

01 Background Intro

02 Data Sources

03 Big Picture Overview

04 Mention Volume Comparison

05 Twitter Themes Comparison

06 Google News Comparison

07 Conversation Comparison

08 Contextual Comparison

09 Volume by Country

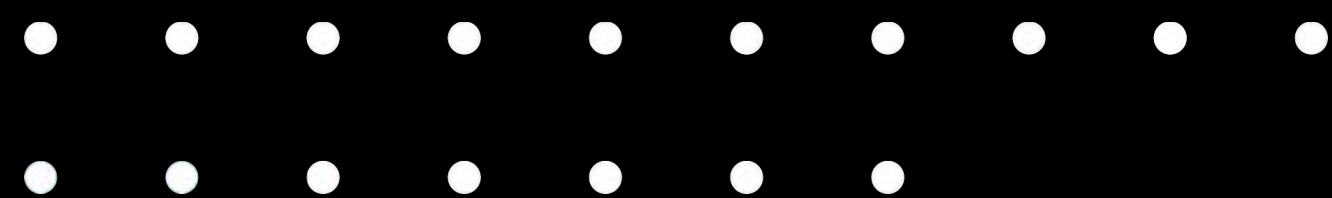
10 EMS Insight Report

11 Experiential Industry Report

12 Campaign Recommendation

BACKGROUND INTRO

NVE
EXPERIENCE
AGENCY



Background Intro // Experiential Marketing Summit

EXPERIENTIAL
MARKETING
SUMMIT 2024
APRIL 24-26, 2024 MGM GRAND, LAS VEGAS

WHAT IS EMS

Experiential Marketing Summit (EMS) stands as unique platform, presenting companies with a golden opportunity to connect with potential clients and capture the attention of a diverse audience. This insight report aims to dissect the marketing potential embedded in this event, utilizing a comprehensive media tracking approach tailored to EMS.



About EMS

EMS is the **top 1** conference for creators of the brand experience. It is a three-day event happens in April to May, providing insights to the experiential marketing industry. The conference has been hosted at different venues each year in Las Vegas.

Who Attends EMS

B-to-b and **b-to-c** brand-side brand or company, non-profit organization, university, executives from leading event agencies, meeting planners, trade show organizers, event strategists, experience designers, event technology gurus, individuals who work for a company whose product or service is used at live or virtual events, and more.

Who You'll Learn From

Brands and companies will provide **senior-level perspectives** on the current experiential marketing landscape and what's to come next. The Summit delivers the most mission-critical trends, best practices and how-tos available on experiential marketing. Format varies from traditional breakout sessions, Q&As, deep-dive workshops, power panels, to keynotes.

Program

EMS curates program including keynotes, sessions, panels and more that cover the most relevant topics to today's event marketers, including case studies, trends, event logistics, innovation, technology, women in events, and DE&I. *Full program announced in early 2024.*

EMS EVENT STATS

Experiential Marketing Summit 2023



01 EVENT STATS

1,054 attendees
286 exhibitors and sponsors

03 DEPARTMENT WHATEVER

50% Professional
25% Sales and Marketing
15% Founders and Management

02 ATTENDEE INDUSTRY

23% software
13% Management Consulting
8% Marketing and Ads

04 ATTENDEE SENIORITY

50% professional
32% VP and Director
18% C-Suite

EMS BRAND ENGAGEMENT

Experiential Marketing Summit 2024

EMS developed Advisory Board from leading brand marketers to enhance conference experience and agency ROI.



MATT BARBER
*Brand Partnerships &
Experiential Marketing
Manager*
Subaru of America



**MICHAEL
BARCLAY**
*Executive Vice
President, Experiential*
Essence Ventures



JENNY COBLER
*Vice President, Global
Experiential Marketing*
Visa, Inc.



LAURA LOVAS
*Vice President,
Strategic Partnerships
and Events*
ABC Entertainment



**ERIN MOORE,
MANAGER**
*Global Conventions and
Pharmaceutical
Meetings*
Alcon



DAN PREISS
*Vice President,
Experiential Marketing*
Dell Technologies



JEFF QUEZADA
*Senior Vice President,
Global Arts & Culture
Sponsorships &
Experiential*
Citi



**ALESSANDRA
SAPIZ**
*Senior Vice President of
Corporate Marketing*
Cisco

EMS BRAND ENGAGEMENT

Agency and Brand Attendees

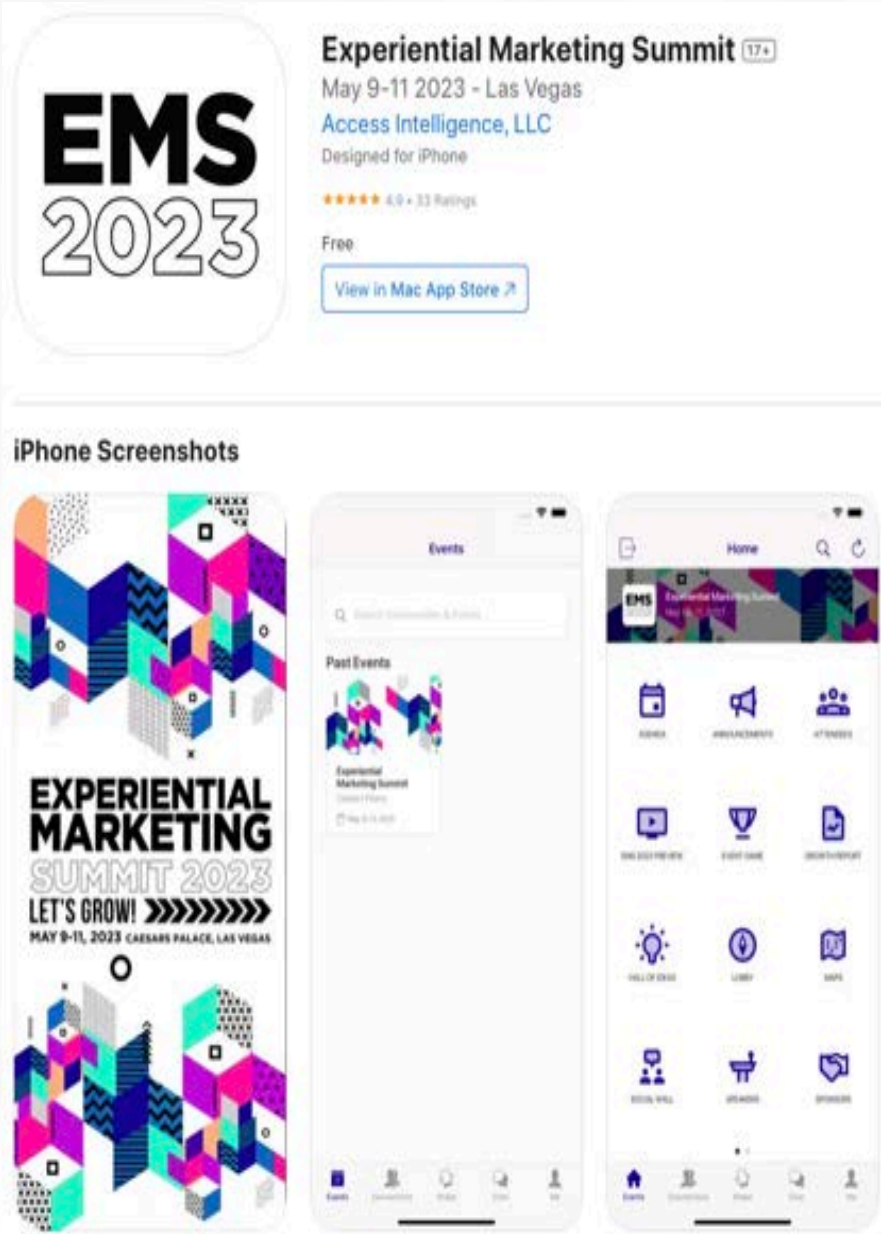
THE BEST AGENCIES ON THE PLANET

*Sample of past attendees.

THE BIGGEST BRANDS IN THE WORLD

*Sample of past attendees.

EMS'S OWNED MEDIA



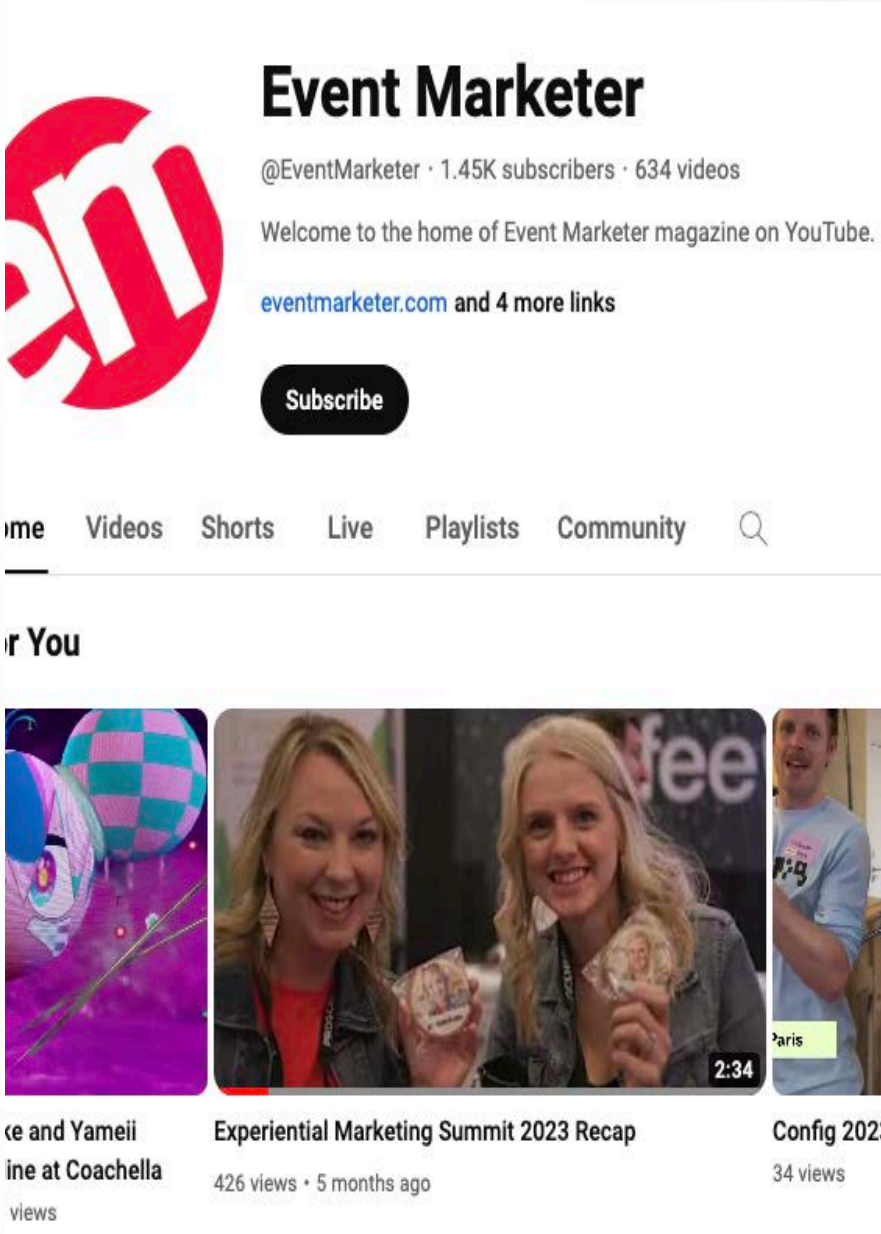
Mobile App

The event app for the Experiential Marketing Summit.



Website

The official website for the Experiential Marketing Summit.



YouTube

@EventMarketer
1.45k subscribers



Twitter

@EventMarketer
20.5k followers



Instagram

@EventMarketer
12.6k followers

AHS NIGHT BITES BAKERY

Best Multichannel Event Campaign – Winner

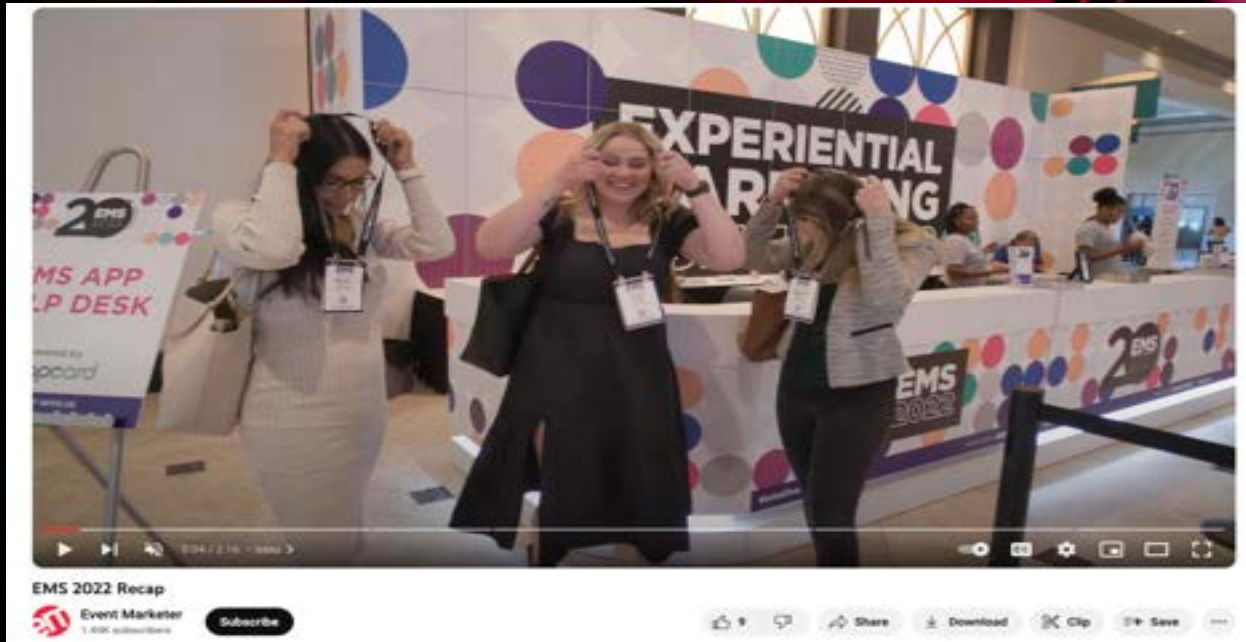


FULL COVERAGE OF THE 2022 EX AWARDS: 90 CAMPAIGNS TO INSPIRE YOUR H2 STRATEGIES



FROM FX TO RUFFLES, BRANDS WEIGH IN ON CONTINGENCY PLANNING FOR NEW-ERA EVENTS

Event Marketer News Announcement



YouTube Video Recap

ANNUAL
ex AWARDS

	BEST MULTICHANNEL EVENT CAMPAIGN
	EX AWARD WINNER
	CLIENT: FX Networks CAMPAIGN: AHS Night Bites Bakery AGENCY: NVE Experience Agency
	<p>If you've got chills just thinking about FX Networks' "American Horror Story," proceed with caution. To usher in #AmericanHorrorSummer, a campaign celebrating both the 10th installment of the show and a new anthology series, "American Horror Stories," FX opened up ominous-looking bakeries that were only open by night in three markets. Amplified by p.r., social and digital integrations, the AHS Night Bites Bakery campaign was a macabre celebration of all things "AHS."</p> <p>The multichannel brand strategy aimed to feed current fans' hunger for "AHS"-related content and experiences, drive tune-in for both series premieres and promote overall viewership of the anthology. So FX turned to its nighttime bakeshop to illustrate the synergy between the shows while hinting at their blood-thirsty themes. To that end, the network teamed up with Funny Face Bakery to release a collection of cookies inspired by the dark and twisted franchise that would lure curious (and hungry) consumers to the pop-ups.</p> <p>Upon entering the bakery, the design of which was replicated in each market, visitors were met with eerie red lighting and faced a long, narrow space that elicited a museum-meets-freakshow quality. There, six of the unique cookie designs were displayed underneath bell jars on black pedestals, each held aloft by a disembodied hand.</p> <p>Consumers could order the treats at a creepy counter at the rear of the shop, where a bakery worker announced their selection into a retro-style microphone. They then collected their order at a pick-up window that opened to reveal "Rubber Woman," a strange, black-latex-clad figure that was easily recognizable to loyal fans. Other footprint details included custom-fabricated neon signs that read "Say Goodnight with a Bite" and brand ambassadors wearing paper hats and striped aprons customized with "AHS" iron-on patches.</p> <p>With Covid concerns and protocols persisting, FX strategically delivered a 360-degree campaign that extended beyond the reach of its limited-capacity pop-ups. The brand seamlessly incorporated online experiences, influencer engagement, social media teasers and pre-market publicity into its marketing efforts. That included a Night Bites Bakery microsite where FX not only engaged fans online with a sneak peek at the cookie collection and teased its next pop-up location, but tapped into the "cookie drop" trend by offering them a chance to snag a cookie package delivered straight to their home.</p> <p>The multi-layered effort delivered spine-tingling results. Reservations for the pop-up experiences, which were attended by more than 4,000 consumers, sold out in 1.5 hours on average, while the cookie drops all sold out in minutes. FX additionally earned placements in major national outlets, garnering over 203 million media impressions.</p>

Event Marketer Summer 2022 Magazine

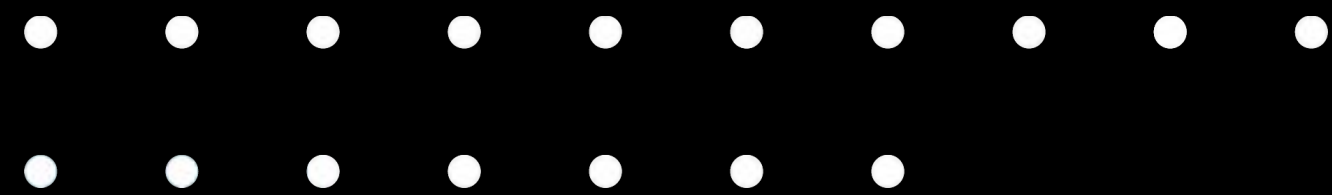
DUNGEONS & DRAGONS AT SDCC

Best Entertainment Event – Silver Finalist

To be continued...

DATA RESOURCES

NVE
EXPERIENCE
AGENCY



DATA SOURCES

Examining a ~10-year time frame to access the of interest and topics on EMS over time.



A website by Google that analyzes the popularity of top search queries in Google search across various regions and languages.

The website uses graphs to compare the search volume of different queries over time.



A free online encyclopedia featuring openly editable content created and sourced by users from around the world.

Views people's robust information-seeking interest in a particular topic.



A social media management and consumer intelligence suite that enables in-depth consumer research and social media monitoring.

Understand people's interest volume over time for duration of data source.

BOOLEAN RESEARCH

Basic setting:

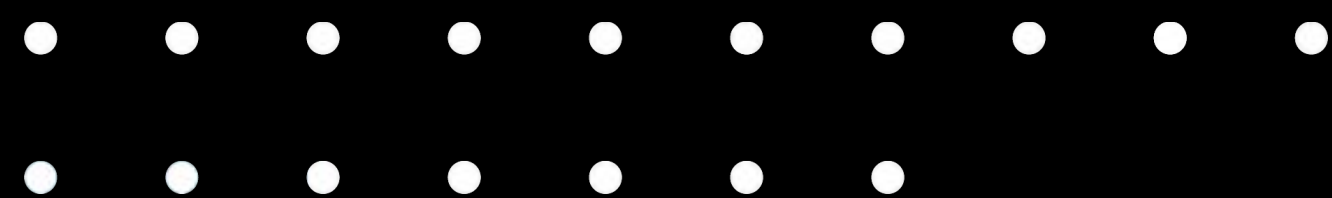
English only, worldwide – news, Reddit, Tumblr, YouTube, Facebook public, Legacy Instagram (prior to 2019), review sites and Twitter

Boolean Search:

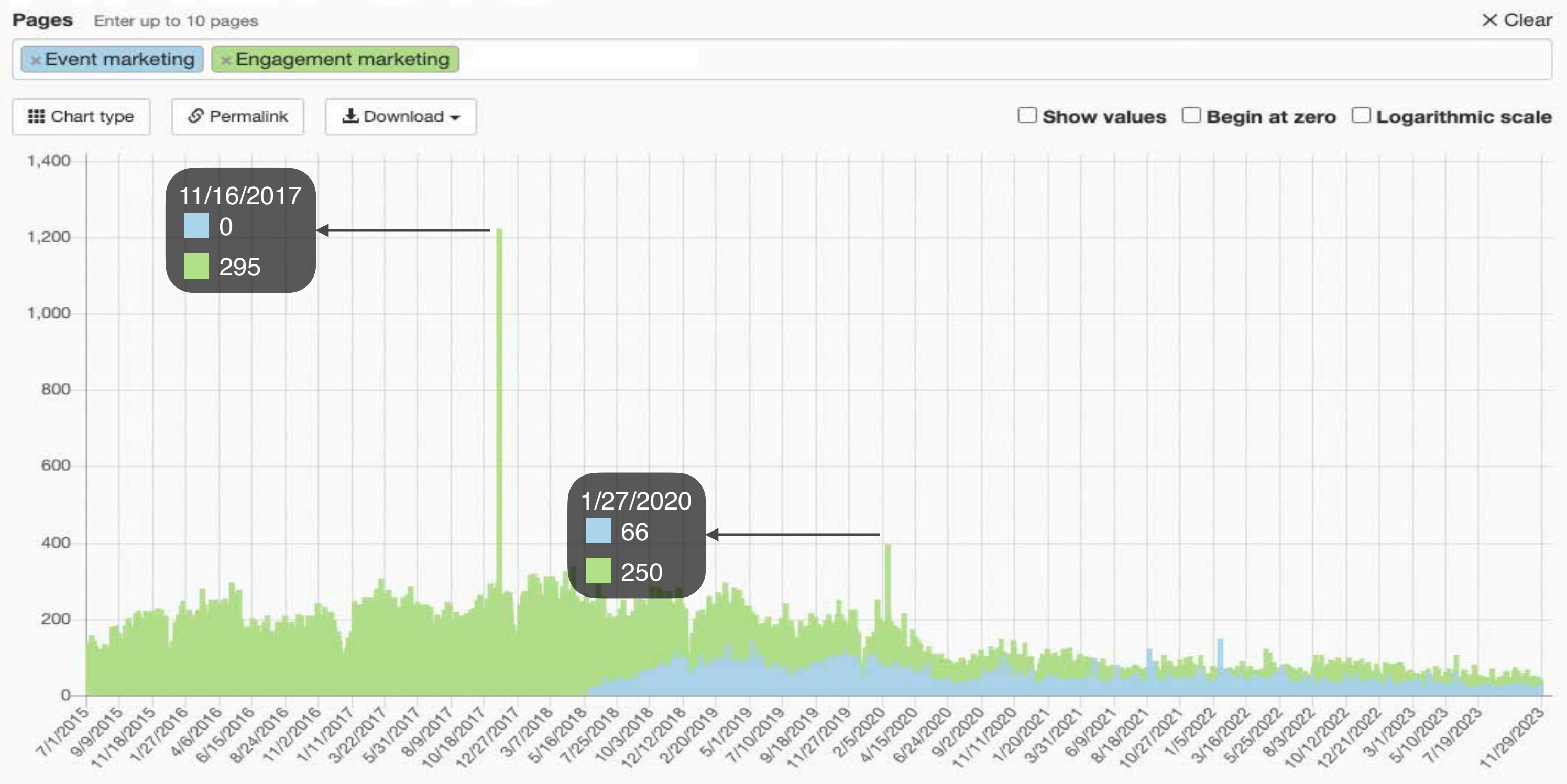
#ems2013 OR #ems2014 OR #ems2015 OR #ems2016 OR #ems2017 OR #ems2018 OR
#ems2019 OR #ems2020 OR #ems2021 OR #ems2022 OR #ems2023 OR #ems2024 OR
#experientialmarketing OR #emslive OR #experientiallive OR “event marketer” OR “experiential
marketing summit”

BIG PICTURE OVERVIEW

NVE
EXPERIENCE
AGENCY



PAGEVIEWS ANALYSIS



Search term:
Event marketing, Engagement marketing
Time frame: 7/1/2015 - 11/30/2023

Since there’s no wikipedia page for Experiential Marketing Summit, two most relevant pages were analyzed here.

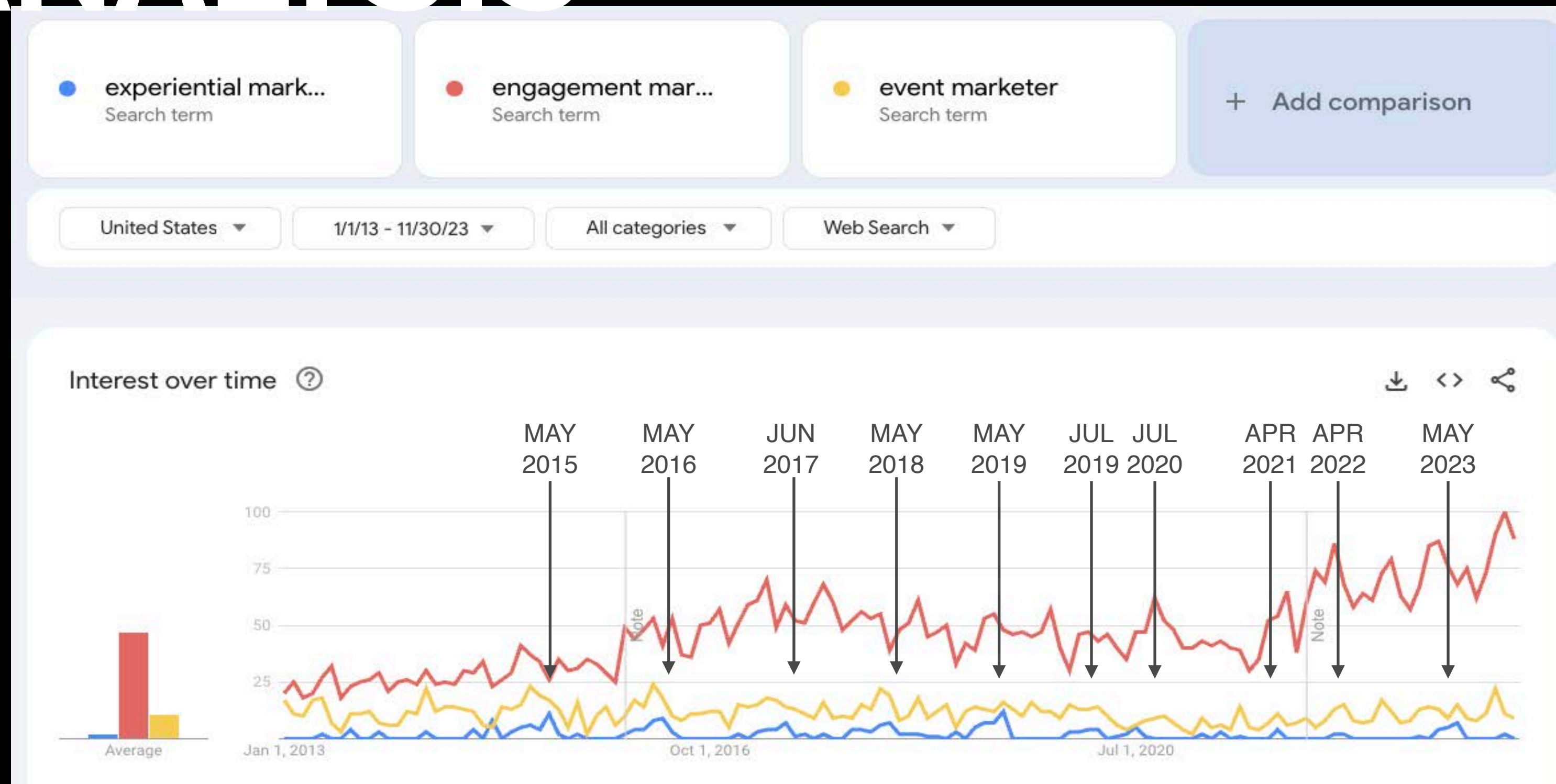
In general, “engagement marketing” receives higher views than “event marketing” on a daily average.

There are two major peaks appeared in 2017 and 2020, respectively.

There is no obvious fluctuation pattern associated with the time of EMS.

NOTES: Event Marketer does not has a wikipedia page since the time the report was generated.

GOOGLE ANALYSIS

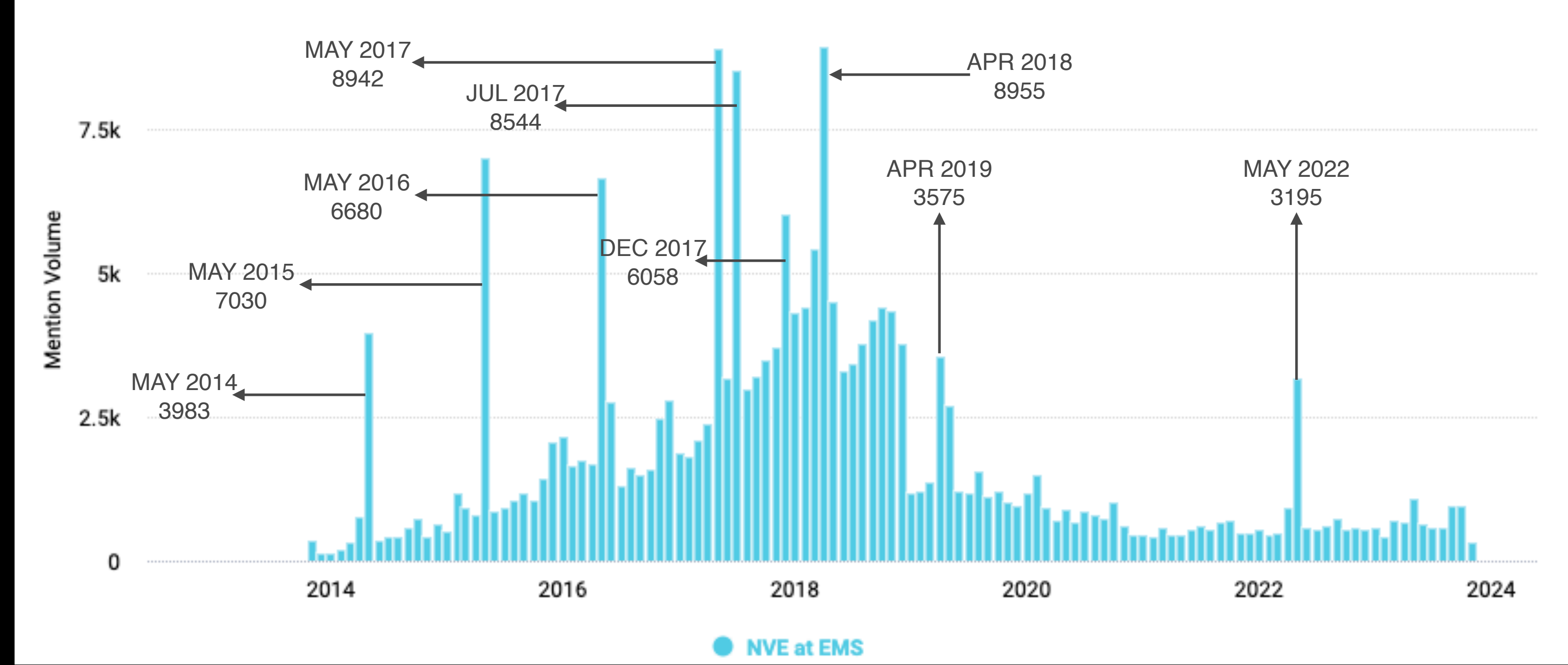


Search term:
Event marketing, Engagement marketing
Time frame: 1/1/2013 - 11/30/2023

In general, search term “*engagement marketing*” receives the highest interest over time during the 10 year time period.

Each year in *April, May* and *July*, there’s a major rise of interest on “*experiential marketing summit*”.

BRANDWATCH ANALYSIS



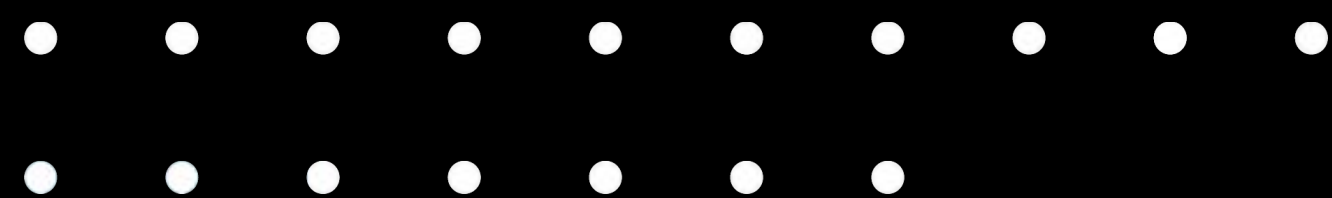
Time frame: 1/1/2013 - 11/30/2023

In general, Experiential Marketing Summit has experienced one major peak in each calendar year, primarily to be seen in May and April.

There are two major peaks appeared in July and December in 2017, respectively.

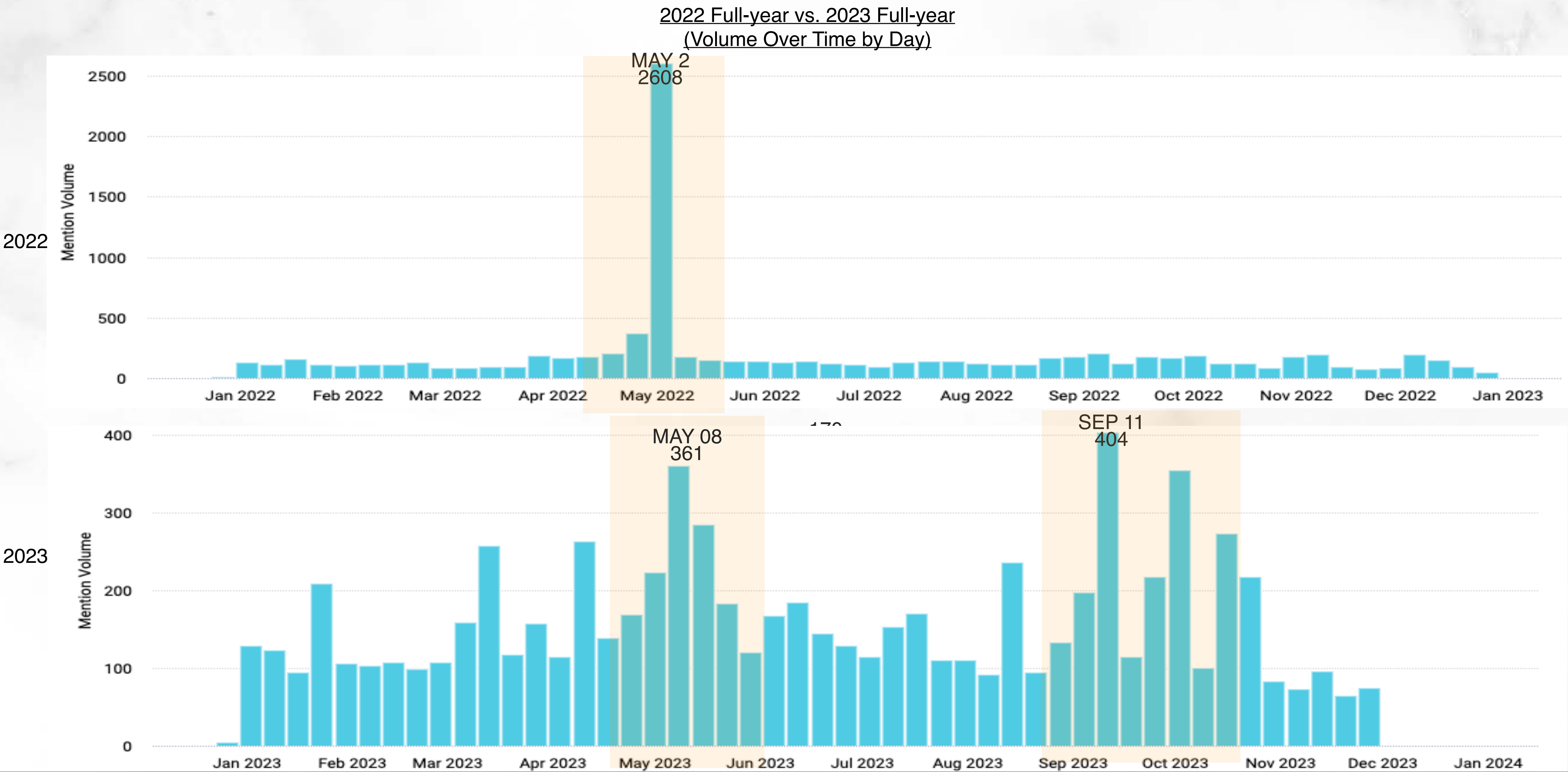
MENTION VOLUME COMPARISON

NVE
EXPERIENCE
AGENCY



MENTION VOLUME BY YEAR

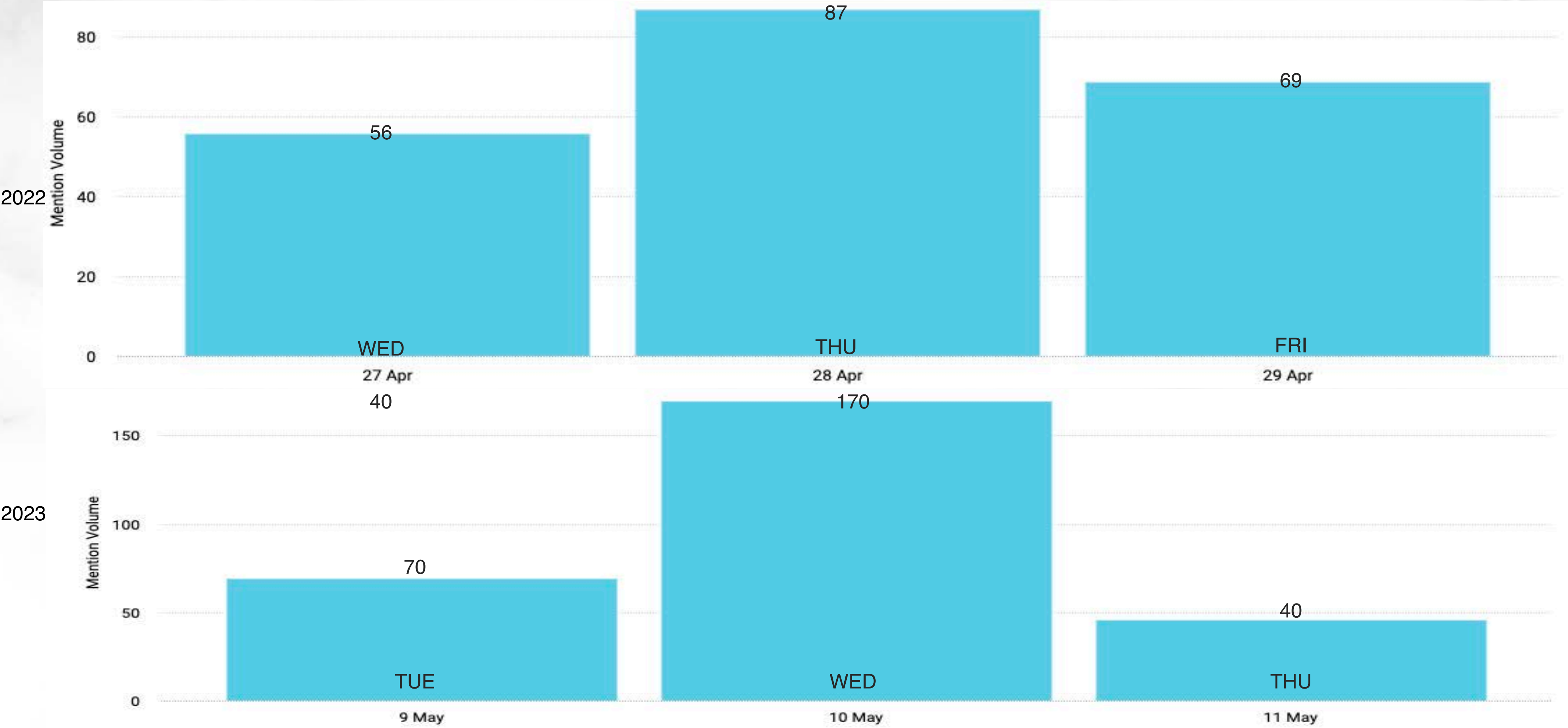
There is an **absence** of a discernible fluctuation pattern aligns with the summit phase, seemly because of the **annual time changes** and the limited marketing efforts in both the pre-phase and post-launch phases. In both years, interest experiences notable peaks at around the EMS phase in **May** and when the award is announced in **September**. Interest in EMS has remained **consistently low** at the year’s end for both periods.



VOLUME OVER TIME BY DAR

- In general, EMS receives an similar amount of mentions at an average of 71 and 93 mentions in 2020 and 2023, respectively.
- In both years, EMS receives the highest amount of mentions in the middle day of the activity period.

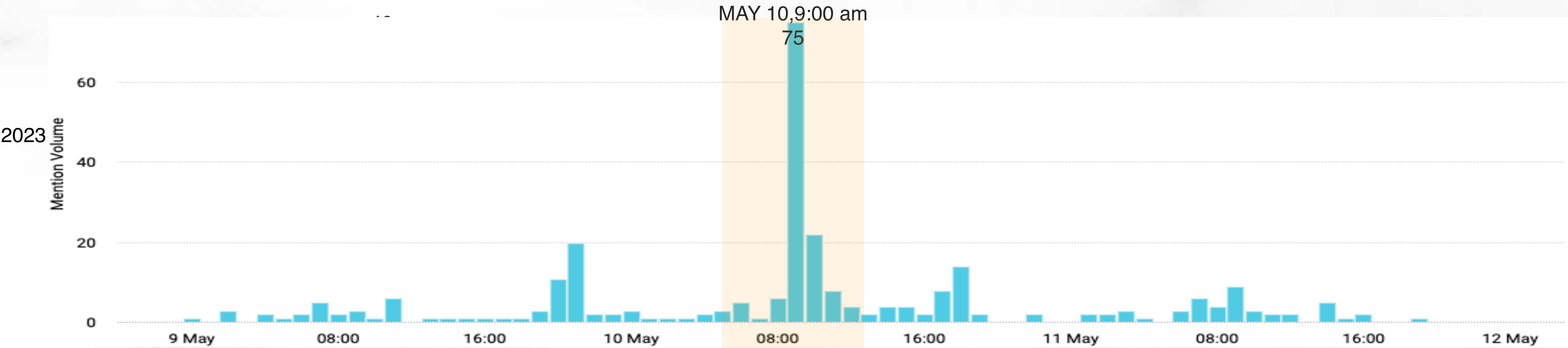
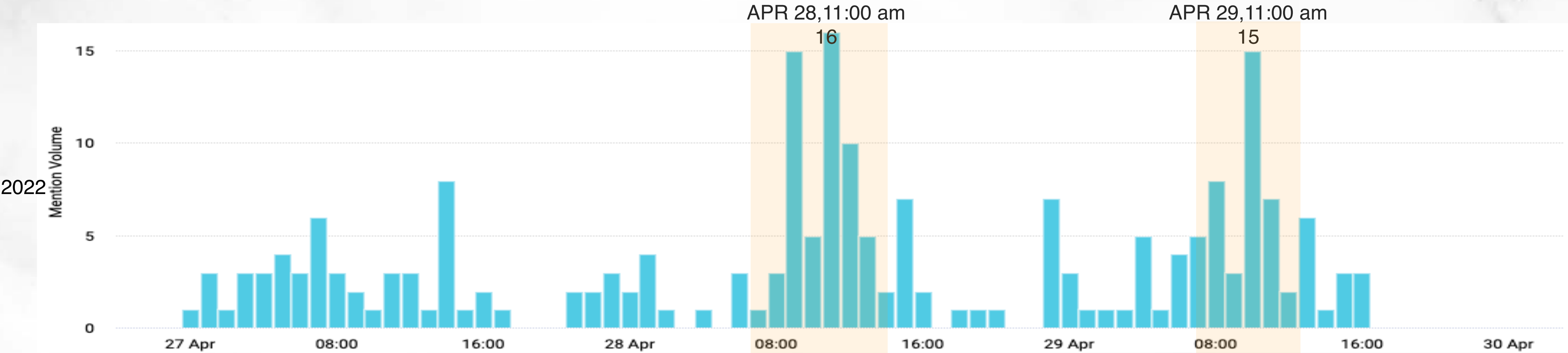
APR 27-29 2022 EMS Phase vs. MAY 9-11 2023 EMS Phase
(Volume Over Time by Day)



VOLUME OVER TIME BY HOURS

- In 2020, the highest mentions appears at both 11:00 am on April 28 and April 29, whereas in 2023, the peak was observed with 75 mentions at 9:00am on May 10.
- There is a significantly more social reach has been generated during daytime hours when @eventmarketer publishes social content.

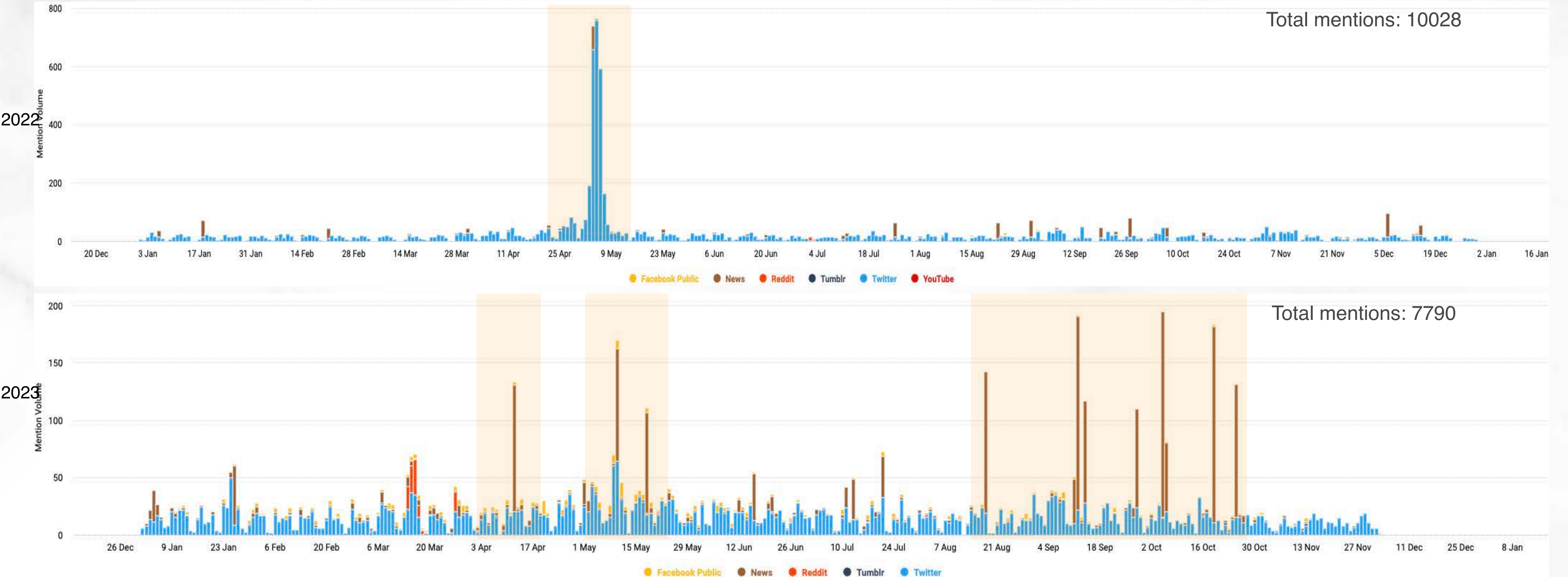
APR 27-29 2022 EMS Phase vs. MAY 9-11 2023 EMS Phase
(Volume Over Time by Day for Hours)



VOLUME OVER TIME BY CONTENT SOURCES

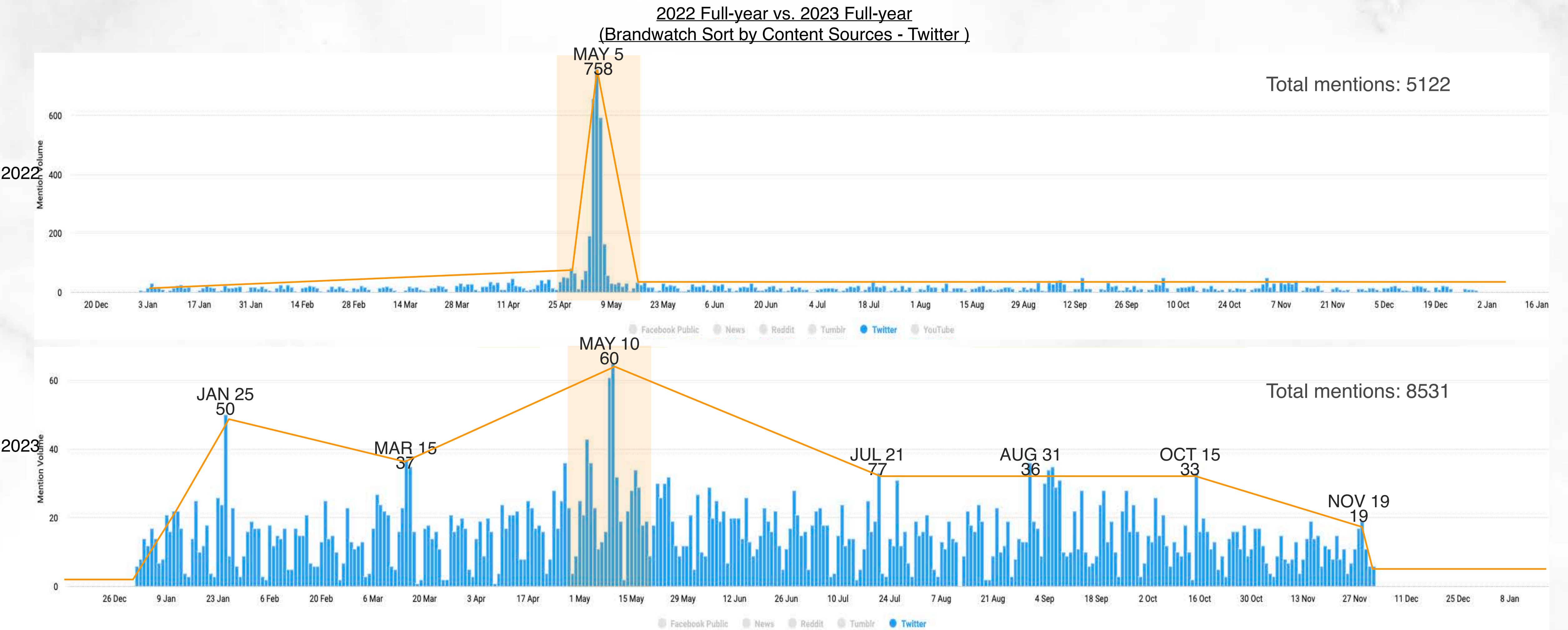
There is a 22% drop of total mentions in 2023. In 2022, Twitter content dominated with the highest percentage among all sources, while in 2023, the popularity shifted towards News content. YouTube content has been a third contributor in 2022 but not been seen in 2023. Significant peaks from News sources in 2023 were notable in April, May, and throughout August to October. Although content sources traditionally peaked during the EMS phase, 2023 witnessed a substantial increase in mentions spanning August to October.

2022 Full-year vs. 2023 Full-year
(Brandwatch Sort by Content Sources)



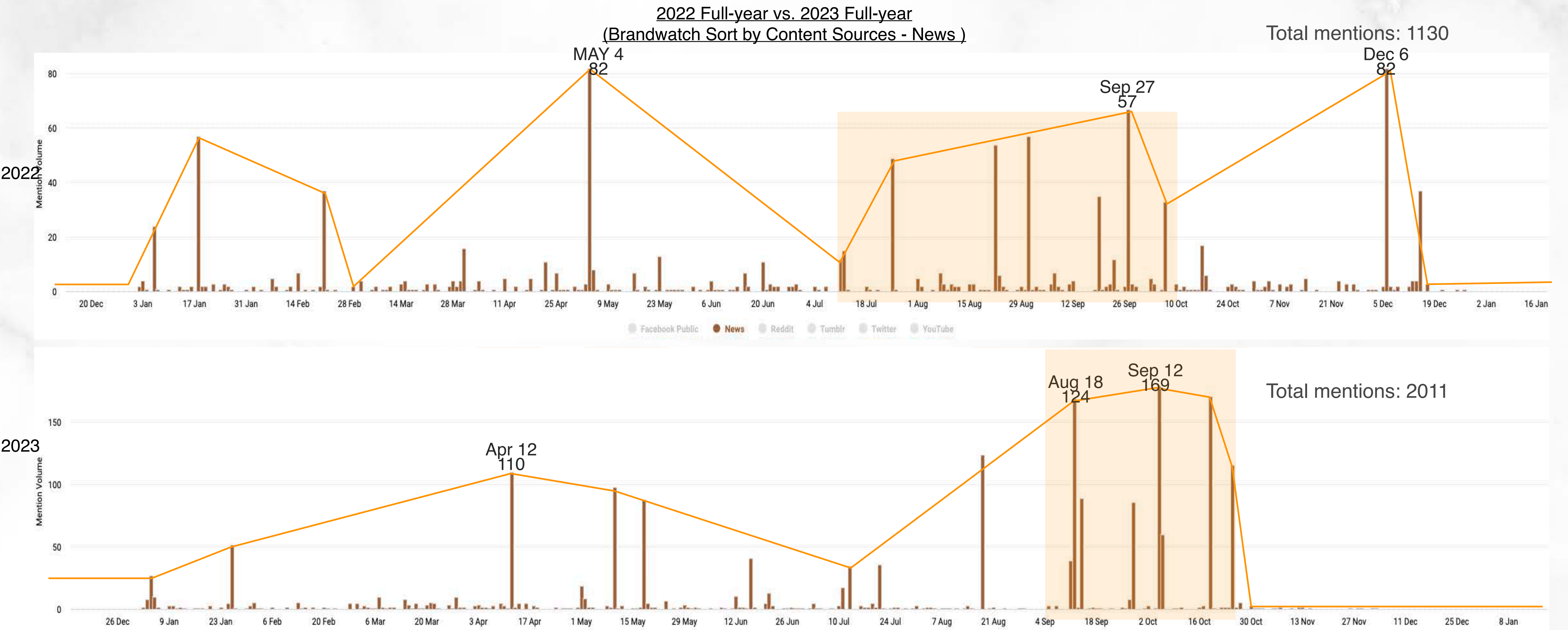
CONTENT SOURCES REVIEW - TWITTER

Twitter content has seen a 40% increase of total mentions, with a 92% higher percentage in peak compared with 2022 to 2023. Mentions from 2022 are concentrated in April and May, while mentions are spread out across the year in 2023.



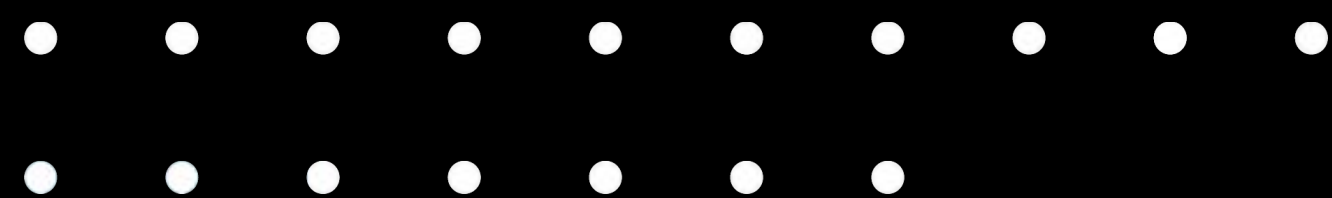
CONTENT SOURCES REVIEW - NEWS

In general, major peaks in 2023 surpassed those in 2022, with a notable 44% increase in total mentions from the previous year. While there were instances of simultaneous peaks during certain periods, such occurrences were not observed during the EMS phase in both years.



TWEETER THEMES COMPARISON

NVE
EXPERIENCE
AGENCY



2022 VS. 2023 TOP STORIES

Top shared stories are surrounded EMS and the a link to the registration of Business World summit & awards. Website to marketing agencies and companies, and other business in experiential marketing gains popularity too. There is little brand engagement in story sharing.

2022 Full-year vs. 2023 Full-year
(Twitter Theme Sort by Top Stories)

bwevents.co.in/ee/bw-applause-awards/2022/Register.html	tpgliveevents.com
emseurope.org/registration	streetwisejournal.com/7-benefits-experiential-marketing-can-offer-to-your-business/?ref=quuu
eventmarketer.com/article/tips-takeaways-20th-annual-experiential-marketing-summit	invertedexperiences.com
jenniferstephens.ck.page/myblog	eventmarketer.com/article/ems-2023-recap
promotion1.com	promotion1.com
eventmarketer.com/event/ex-awards-2022	eventmarketer.com/article/drone-show-five-best-practices
eventmarketer.com/article/gallery-scenes-from-the-20th-annual-ex-awards-in-las-vegas	ontranslation.es/en/experiential-marketing
eventmarketer.com/article/inside-20th-annual-experiential-marketing-summit	promotion1.com/contact
emseurope.org	shapeshiftermedia.com
bwevents.co.in/ee/bw-applause-awards/2022/audience/index.html	tycoonstory.com/marketing/8-reasons-why-your-business-needs-experiential-marketing

2022 VS. 2023 TOP HASHTAGS

#experientialmarketing has been the most popular hashtag for both years. Several hashtags talk about event marketing and brand activation-related topics. For example, in 2023, there is a trend on promo tables, evident in the popularity of hashtags such as #promotiontable and #promotable. However, there is a decrease in the volume of hashtags related to EMS, indicating a declining trend in 2023.

2022 Full-year vs. 2023 Full-year
(Twitter Themes Sort by Hashtags)

#experientialmarketing	#experientialmarketing
#ems2022	#brandactivation
#marketing	#eventmarketing
#eventmarketing	#marketing
#eventprofs	#brandpromotion
#peoplemakeems	#eventpromotions
#events	#promotiontable
#experiential	#promotable
#brandactivation	#eventprofs
#emslive	#marketingactivation

2022 VS. 2023 MOST MENTIONED TWEETERS

News has been the most popular most mentioned tweeters in 2023, while non-profits has been the top most popular mentioned tweeters in 2022. In 2023, there is increased involvement in EMS by agencies, companies, and other businesses, signaling a heightened industry engagement. However, there appears to be limited popularity from both the general public and the brand side in these discussions, highlighting there a potential gap in broader audience participation and brand engagement.

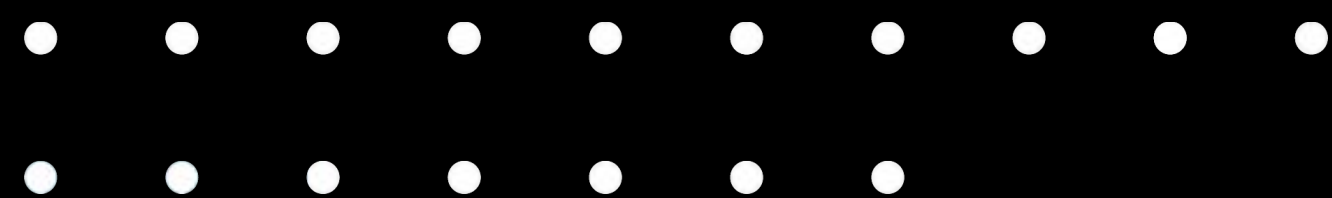
2022 Full-year vs. 2023 Full-year
(Twitter Themes Sort by Most Mentioned Tweeters)

- Government
- Agency
- Non-profits
- Researcher
- News
- Other Business
- Marketing Practitioner

@european_ems	@eventmarketer
@ambulancevic	@cornerstone_tz
@scotambservice	@streetwisejnl
@vacar_av	@europeanmetsoc
@drloureynolds	@tdmarketingllc
@eventmarketer	@ntlxp
@vicunispa	@eventmarketer's
@pec_anz	@lets_neuromkt
@renaameen	@crdbbankplc
@anuragbatrayo	@bizbash



























GOOGLE NEWS COMPARISON

NVE
EXPERIENCE
AGENCY













2022 TOP 20 GOOGLE NEWS REVIEW

- 2022 receives a significantly higher amount of EMS-related media outlets, corresponding to 2022 being the 20th anniversary of EMS. **Conference recaps** has been frequently discussed topics and the location Las Vegas has been frequently featured in news titles.
- Specialized news outlets **educates** marketers on experiential marketing; experiential industry and companies from the industry like **Jack Morton** are recommended as a potential area to work in 2022.

<div> Event Marketer</div> <div>Live From Vegas: Inside the 20th Annual Experiential ...</div> <div>Live From Las Vegas: Inside the 20th Annual Experiential Marketing Summit ... From the buzz on the expo floor to the lively session Q&As to the countless “How the...</div> <div>May 5, 2022</div>	<div> Everything Experiential</div> <div>Bhaskar Sharma, CEO Red Bull India, Among Top Speakers At The 5th Edition Of BW Applause Experiential Marketing Summit</div> <div>... Experiential Marketing Summit. BW Applause and everythingexperiential.com is all set to host the 5th Edition of BW Applause Experiential Marketing Awards on...</div> <div>Nov 3, 2022</div>	<div></div>	<div> Event Marketer</div> <div>Full Coverage: The 2022 Experience Design & Technology ...</div> <div>... Event Marketer. Our recognition of the best use of design and technology in experiential marketing. EDTA 2022 intro page copy. If you're reading this, you're...</div> <div>Dec 8, 2022</div>	<div> Event Marketer</div> <div>Plant-based JUST Egg Invites Festivalgoers to Taste the ...</div> <div>... experiential marketing indust ry have ranged from CES in Las Vegas to Spring ... Summit · Training Camp · Agency Forum · Learning · White Papers · Webinars...</div> <div>Aug 1, 2022</div>	<div> Event Marketer</div> <div>10 Takeaways from the 20th Annual Experiential Marketing ...</div> <div>... EVENT PARTNER · Agencies · Marketing Services · Marketing Technology · Venues & Properties ... Summit, sustainability, experiential trends, hybrid. Rachel Boucher.</div> <div>Nov 28, 2022</div>	<div> Event Marketer</div> <div>Agency Forum 2022</div> <div>EXECUTIVE AGENCY PANEL: THE FUTURE OF THE EVENT AGENCY ... Sign up to receive the latest announcements about the Experiential Marketing Summit and other Event...</div> <div>Jun 22, 2022</div>	<div></div>	<div> The Drum</div> <div>5 Trends That Shaped Experiential Marketing In 2022</div> <div>Earlier this month we celebrated the very best in experiential marketing at The Drum Awards for Experience during the first-ever The Drum Awards Festival. (You...</div> <div>Dec 22, 2022</div>	<div> Event Marketer</div> <div>Great Places to Work in Experiential 2022</div> <div>... Summit · Training Camp · Esports & Gaming Business Summit · Webinars & Virtual Events ... Event Marketing: Thinking Strategically. Trending NowFrom the Web. OMEN...</div> <div>Mar 29, 2022</div>	<div> Event Marketer</div> <div>Meta Boost Business Studios Offers SMBs Hands-on Workshops</div> <div>Amex Adds 'Swagger' to its Small Business Conference with Curated Lifestyle Touchpoints · Content Design: Facebook's Event Marketing Manager on the Brand's '...</div> <div>Dec 13, 2022</div>	<div> The Drum</div> <div>Post-pandemic 'desperation' For Reality Is Driving TV Brands ...</div> <div>Digital Summit. show previous years. Creative Transformation thumb. Creative ... Top media brands Disney, Netflix and FX believe experiential marketing is...</div> <div>Oct 28, 2022</div>	<div></div>	<div> Event Marketer</div> <div>The 2022 It List: Recognizing the Top 100 Event Agencies</div> <div>Our annual special report on the Top 100 agencies serving the event marketing industry. Event Marketer launched the It List to literally figure out how many...</div> <div>Sep 21, 2022</div>	<div> Event Marketer</div> <div>Cheetos, FX, Samsung: Inside the Top Brand Activations from ...</div> <div>The organizers and sponsors behind the South by Southwest (SXSW) conference and festivals have been “keeping Austin weird” since the annual event was...</div> <div>Mar 23, 2022</div>	<div> Event Marketer</div> <div>Event Peeps Podcast</div> <div>... Summit · Training Camp · Esports & Gaming Business Summit ... Episode: Discussing Steal-worthy Experiential Marketing Ideas, with Mahiri Wise of Google Cloud.</div> <div>Aug 15, 2022</div>	<div> Event Marketer</div> <div>Gallery: Scenes from the 20th Annual Ex Awards in Las Vegas</div> <div>Print Share. Tags:Ex Awards, Experiential Marketing Summit. Event Marketer. Posted by Event Marketer. Event Marketer magazine was founded in 2002 to serve the...</div> <div>Apr 28, 2022</div>	<div></div>	<div> Sports Business Journal</div> <div>Marketing and Sponsorship: Experiential agency Jack Morton ...</div> <div>Marketing and Sponsorship: Experiential agency Jack Morton breaking out sponsorship consulting into new sub-brand Jack 39. 11.28.2022.</div> <div>Nov 28, 2022</div>	<div> Event Marketer</div> <div>Benefit Cosmetics Shares 10 Tips for a Lucrative Influencer ...</div> <div>... Summit · – Webinars & Virtual Events · – Other Events · Subscribe · – Event ... EVENT PARTNER · Agencies · Marketing Services · Marketing Technology · Venues &...</div> <div>Oct 10, 2022</div>	<div> Sports Business Journal</div> <div>SBJ Marketing: Why Horizon is betting big on experiential</div> <div>Thus, Horizon, one of the largest media-buying agencies, lured away Weil, who built Interpublic Group's Momentum experiential agency over two decades into an...</div> <div>Nov 15, 2022</div>	<div> BizBash</div> <div>BizBash Launches Two Event Features in Puerto Rico</div> <div>... event marketing at ESPN and a Leadership Summit participant. "I excitedly took away creative solutions to real issues we face and was able to glean...</div> <div>Jun 8, 2022</div>	<div></div>	<div> Event Marketer</div> <div>The 21 New Rules of Post-pandemic Experience Design</div> <div>But as event marketers begin the work of building back, they have to resist the temptation to go back to their pre-pandemic playbooks. Or even their during...</div> <div>Jun 24, 2022</div>	<div> Event Marketer</div> <div>A Step-by-Step Guide to Flexible, Hybrid Experiences</div> <div>... EVENT PARTNER · Agencies · Marketing Services · Marketing Technology · Venues & Properties ... Summit · Training Camp · Agency Forum · Learning · White Papers...</div> <div>Jun 6, 2022</div>	<div> Event Marketer</div>
---	--	--	--	---	--	---	--	--	--	---	--	--	--	--	--	---	--	--	--	---	---	--	--	---	---

2023 TOP 20 GOOGLE NEWS REVIEW

- Event Marketer consistently emerges as the leading contributor to widely publicized news outlets, followed by other news and media publications like BizBash, Vendry, and The Drum.
- Top EMS-associated topics are discussions about EMS attendees, explicitly focusing on brands and company executives; other relevant news are discussing around topics like experiential marketing and other summit occurring outside of the state.

<div>Jan 1, 2023 – Dec 31, 2023Sorted by relevanceClear</div> <div><div>Event Marketer</div><div>Video Recap: Experiential Marketing Summit 2023</div><div>Video Recap: Experiential Marketing Summit 2023 ... The energy was sky-high and the dance moves were strong at the 21st annual Experiential Marketing Summit, held...</div><div>Jun 14, 2023</div></div> <div><div>Chief Marketer</div><div>Key Insights From the 2023 Experiential Marketing Summit</div><div>Key Insights From the 2023 Experiential Marketing Summit ... The just-wrapped Experiential Marketing Summit gathered more than 1,000 members of the event...</div><div>May 20, 2023</div></div> <div><div>Event Marketer</div><div>How Consumers Got Cozy at Ashley's Beach Retreat on the Pier</div><div>... marketing is helping traditional brick-and-mortar furniture brands like ... experiential will continue to grow and evolve over the years to support and...</div><div>Jul 10, 2023</div></div> <div><div>Event Marketer</div><div>How Experiential Marketing Degree Programs are Evolving</div><div>As experiential marketing degree programs crop up, professors outline how the industry can better support students. Florida International University...</div><div>Mar 27, 2023</div></div> <div><div>Event Marketer</div><div>Agency Forum 2023</div><div>Caroline Absher. Head of Event Marketing, · Sara Ahmadi. VP-Events & Brand Experience, · David Avrin. Author, "Why Customers Leave (and How to Win Them Back)"...</div><div>Feb 25, 2023</div></div>	<div><div>Event Marketer</div><div>REVOLT is Banking on Experiential with Upcoming REVOLT ...</div><div>2023 is the 50th anniversary of hip-hop, and as a leader in hip-hop culture, we want to take some of our previous events—REVOLT Music Conference, REVOLT Summit—...</div><div>Jun 5, 2023</div></div> <div><div>The Drum</div><div>'Brand Gravity': 3 Years Post-pandemic, What's Next For ...</div><div>Media Summit. Digital Transformation thumb. Digital Transformation. show ... Carley Faircloth of experiential marketing agency Spiro says it's all about...</div><div>Sep 5, 2023</div></div> <div><div>Variety</div><div>Lisa Vanderpump, Karen Bronzo, Terry Crews, Dwight Caines and Marc Weinstock Join Variety's Entertainment Marketing Summit 2023</div><div>... experiential marketing, American Express; Dave Tinson, CMO, electronic arts; and Zach Greenberger, chief business officer, Lyft. Conversation topics also...</div><div>Feb 15, 2023</div></div> <div><div>Portada Online</div><div>Multicultural America Summit, May 23 -</div><div>At the Marketing in Multicultural America Summit, at the Luxe Sunset ... Experiential Marketing, Hyundai Motor America. Guillermo Pérez Chief...</div><div>Jan 1, 2023</div></div> <div><div>The Drum</div><div>It's Time For A Positive Global Conversation On The Future Of AI</div><div>... Summit 2023 kicks off. Hulme. At the event, UK prime minister Rishi Sunak will be joined by international governments, AI companies, civil society groups and...</div><div>1 month ago</div></div>	<div><div>DBusiness Magazine</div><div>Louis Bitonti Inducted into Event Marketing Hall of Fame</div><div>The gala is part of the Experiential Marketing Summit, the largest annual gathering of corporate and agency executives. "From their leadership and belief in...</div><div>May 8, 2023</div></div> <div><div>Event Marketer</div><div>Corona Premier is 'Testing and Learning' with a Virtual ...</div><div>Halloween Experiential: How Brands are Bringing Spooky Season to the Metaverse ... marketing at Constellation Brands. "Number two, it allows us to test and...</div><div>May 29, 2023</div></div> <div><div>Variety</div><div>Executives From TikTok, Twitch, Neon and More Join Variety's Entertainment Marketing Summit on April 19</div><div>Executives From TikTok, Twitch, Neon and More Join Variety's Entertainment Marketing Summit on April 19 ... experiential marketing, American Express; and David...</div><div>Mar 22, 2023</div></div> <div><div>Event Marketer</div><div>Q&A: San Francisco Travel Discusses Event Safety and ...</div><div>For hotel options and availability for meeting planners, especially right now, you get to choose from large conference hotels to smaller boutique hotels. They...</div><div>Oct 4, 2023</div></div> <div><div>Event Marketer</div><div>Podcast: The Best of SXSW and What's Next in Experiential</div><div>... Event Peeps logo. Dan Preiss, VP-Experiential Marketing, Dell Technologies ... Summit · Training Camp · Agency Forum · Learning · White Papers · Webinars...</div><div>May 4, 2023</div></div> <div><div>BizBash</div><div>2023 Experiential Event Trends, From Miami's Lengua ...</div><div>F&B Pros and Marketers Dish on Top 2023 Experiential Event Trends. The second Lengua Conference was held last week in Miami, uniting hospitality leaders and...</div><div>Jun 7, 2023</div></div>	<div><div>BizBash</div><div>2023 Experiential Event Trends, From Miami's Lengua ...</div><div>F&B Pros and Marketers Dish on Top 2023 Experiential Event Trends. The second Lengua Conference was held last week in Miami, uniting hospitality leaders and...</div><div>Jun 7, 2023</div></div> <div><div>Event Marketer</div><div>Find Your People: Reddit Scores the Event Campaign of the ...</div><div>... Summit · Training Camp · Esports & Gaming Business Summit · Webinars & Virtual ... event marketing and industry marketing programs at Reddit. "These tentpoles...</div><div>Jul 3, 2023</div></div> <div><div>The Drum</div><div>Design For The Now: How To Create Experiences That ...</div><div>Digital Summit. show previous years. Creative Transformation thumb. Creative ... Marketing Brand Strategy Experiential Marketing. Design for the now: how to...</div><div>Jul 10, 2023</div></div> <div><div>Event Marketer</div><div>IBM Think Starts Anew with a Personalized Flagship Experience</div><div>... Event Marketer in 2012 and today serves as the brand's head of content. Her travels covering the experiential marketing indust ry have ranged from CES in...</div><div>May 24, 2023</div></div> <div><div>Exchange4media</div><div>Pitch BFSI Marketing Summit & Awards 2023 to be held on October 10</div><div>The flagship event of the exchange4media Group aims to recognize and felicitate leaders and brands from the BFSI & Fintech sector. The awards honour the best...</div><div>Oct 6, 2023</div></div>	<div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div>
---	--	--	---	---

2022 VS. 2023 TOP 20 GOOGLE NEWS ANALYSIS

- Publication Event Marketer has been the top content contributor for both years, following by [The Drum](#), [BizBash](#), and [Variety](#).
- [Recap](#) on EMS has been topping the news list, other topics including [AI](#), [technology](#), and the call for back to office has been seen as an emerging trend in 2023.
- More [big-name companies](#) are involved in the conversation of experiential marketing, as articles from 2023 has a focus on featuring options from C-suites and executives from big-name companies like IBM and TikTok.

Local International National

Ranking	Title	Publication
1	LIVE FROM LAS VEGAS: INSIDE THE 20TH ANNUAL EXPERIENTIAL MARKETING SUMMIT	Event Marketer
2	10 TIPS AND TAKEAWAYS FROM THE BRANDS AT EMS 2022 B-TO-C EVENTS, B-TO-B EVENTS	Event Marketer
3	Meta Boost Business Studios Offers SMBs Hands-on Workshops	Event Marketer
4	Event Peeps Podcast	Event Marketer
5	SBJ Marketing: Why Horizon is betting big on experiential	Sports Business Journal
6	Bhaskar Sharma, CEO Red Bull India, Among Top Speakers At The 5th Edition Of BW Applause Experiential Marketing Summit	Everthing Experiential
7	Post-pandemic ‘desperation’ for reality is driving TV brands to experiential marketing	The Drum
8	Gallery: Scenes from the 20th Annual Ex Awards in Las Vegas	Event Marketer
9	Agency Forum 2022	Event Marketer
10	BizBash Launches Two Event Features in Puerto Rico	Bizbash
11	Full Coverage: The 2022 Experience Design & Technology Awards	Event Marketer
12	5 Trends That Shaped Experiential Marketing In 2022	The Drum
13	The 2022 It List: Recognizing the Top 100 Event Agencies	Event Marketer
14	Marketing and Sponsorship: Experiential agency Jack Morton	Sports Business Magazine
15	The 21 New Rules of Post-pandemic Experience Design	Event Marketer
16	Plant-Based Just Egg Invites Consumers to Taste the Future of Food at Music Festivals	Event Marketer
17	Cheetos, FX, Samsung: Inside the Top Brand Activations	Event Marketer
18	Great Places to Work in Experiential 2022	Event Marketer
19	Benefit Cosmetics Shares 10 Tips for a Lucrative Influencer	Event Marketer
20	A Step-by-Step Guide to Flexible, Hybrid Experiences	Event Marketer

2022

Ranking	Title	Publication
1	Video Recap: Experiential Marketing Summit 2023	Event Marketer
2	Key Insights From the 2023 Experiential Marketing Summit	Chief Marketer
3	How Consumers Got Cozy at Ashley’s Beach Retreat on the Pier	Event Marketer
4	How Experiential Marketing Degree Programs are Evolving	Event Marketer
5	Agency Forum 2023	Event Marketer
6	Q&A: HOW REVOLT IS LEANING FURTHER INTO EXPERIENTIAL WITH UPCOMING REVOLT WORLD	Event Marketer
7	Brand gravity’: 3 years post-pandemic, what’s next for experiential marketing?	The Drum
8	Multicultural America Summit	Variety
9	Lisa Vanderpump, Karen Bronzo, Terry Crews, Dwight Caines and Marc Weinstock Join Variety’s Entertainment Marketing Summit 2023	Portada Online
10	It’s Time For A Positive Global Conversation On The Future Of AI	The Drum
11	Louis Bitonti Inducted into Event Marketing Hall of Fame	DBusiness Magazine
12	Executives From TikTok, Twitch, Neon and More Join Variety’s Entertainment Marketing Summit on April 19	Event Marketer
13	HOW CORONA IS EMPLOYING A ‘TEST AND LEARN’ METAVERSE STRATEGY WITH A VIRTUAL CLUBHOUSE	Variety
14	Q&A: SAN FRANCISCO TRAVEL ASSOCIATION DISCUSSES EVENT SAFETY AND BUSINESS	Event Marketer
15	PODCAST: THE BEST OF SXSW AND WHAT’S NEXT IN EXPERIENTIAL	Event Marketer
16	F&B Pros and Marketers Dish on Top 2023 Experiential Event Trends	BizBash
17	GRAND EX 2023: REDDIT AND GIANT SPOON SCORE THE CAMPAIGN OF THE YEAR WITH ‘FIND YOUR PEOPLE’	Event Marketer
18	Pitch BFSI Marketing Summit & Awards 2023 to be held on October 10	Event Marketer
19	Design for the now: how to create experiences that generate ‘return on experiential’	The Drum
20	IBM Think Starts Anew with a Personalized Flagship Experience	Event Marketer

2023

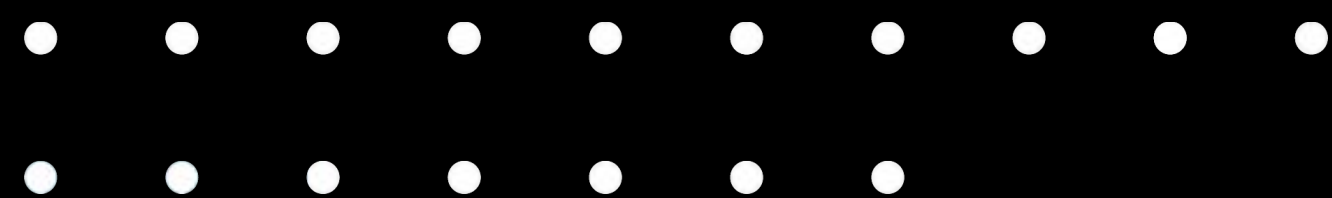
2022 VS. 2023 TOP 20 NEWS ANALYSIS

National publications continue to be the primary contributors to news content, with the 5 major publications (Event Marketer, The Drum, BizBash, Vendry, Variety) being major sources. In the international category, India dominated all international media publications in 2022. In 2023, there is a noticeable shift with one representation from India and one from a South American-based source emerging on the top news list.

Ranking	Category	2022	2023	Difference
1	National	4	4	1
2	International	2	3	1
3	Local	0	1	1

CONVERSATION COMPARISON

NVE
EXPERIENCE
AGENCY



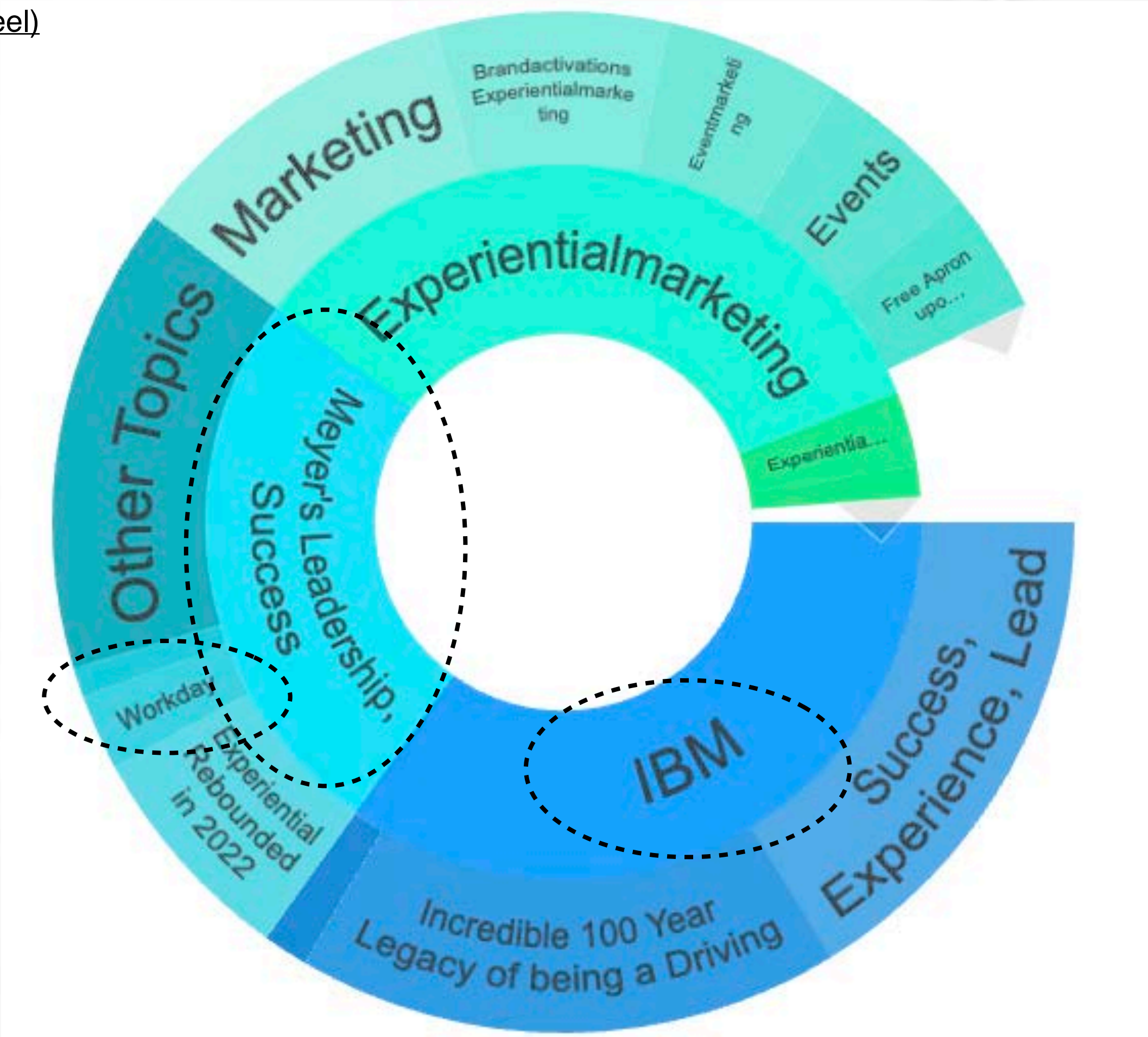
EMS PHASE TOPICS WHEEL REVIEW

- In general, key topics that have been discussed are “**Experiential Marketing**”, “**Event**”, “**Marketing**” for both years.
- In 2022, discussions primarily revolved around EMS activities; in 2023, topics expands to include a broader spectrum of keywords and topics beyond EMS, including “**Meyer’s Leadership, Success**”, “**IBM**”, “**Workday**”.
- “**EMSLive**” has been a frequently discussed topic in 2022 while it has not been mentioned in 2023.

APR 27-29 2022 EMS Phase vs. MAY 9-11 2023 EMS Phase
(Topics Wheel)



2022

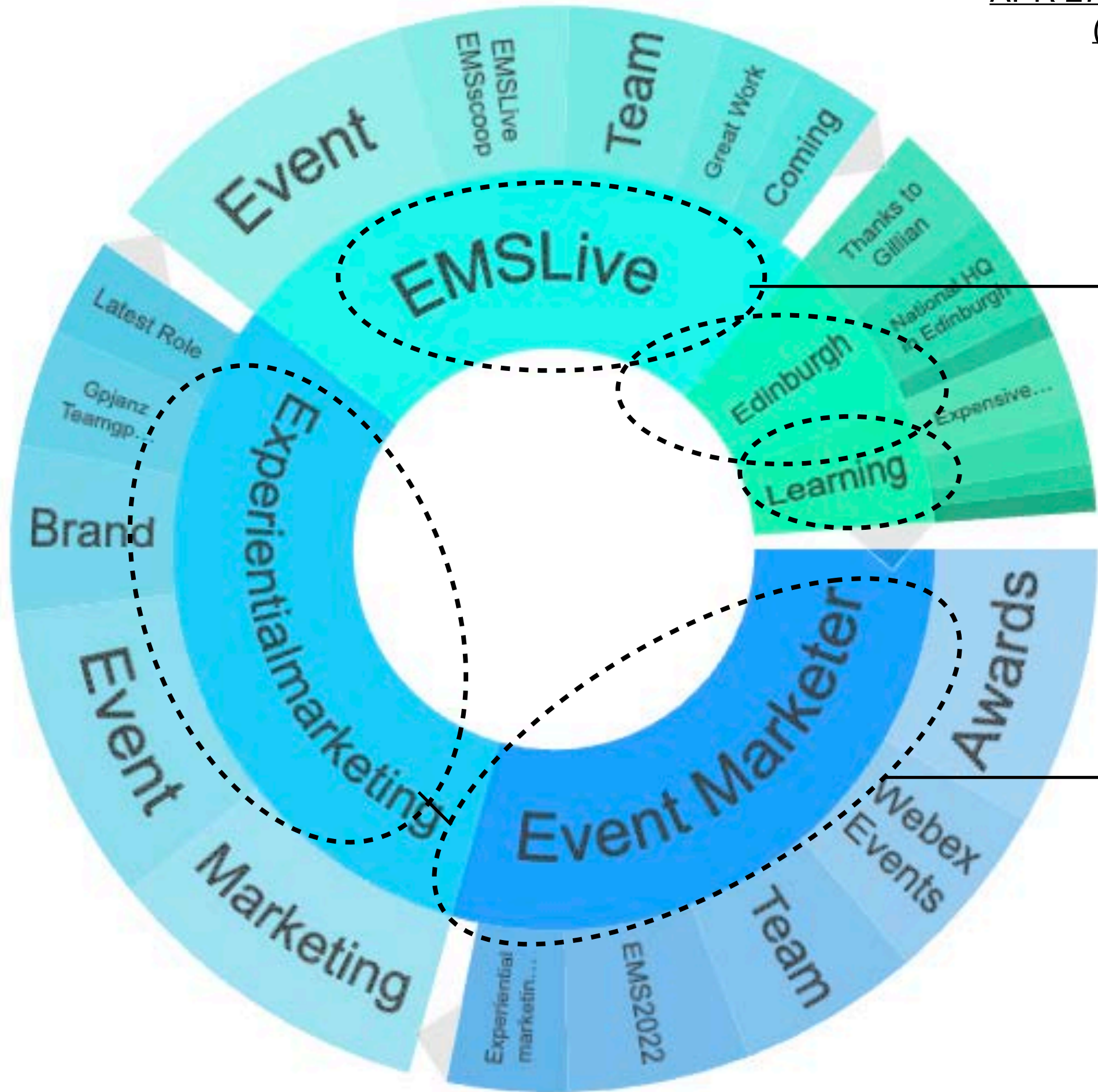


2023

2023 EMS PHASE TOPICS WHEEL ANALYSIS

- Location “**Edinburgh**” and topic “**Learning**” is associated with @EuropeanEMS, the European Monetary System.
- Many headlines are from social media, explicitly from event attendees, organizers, and participants. Topics like “**EMSLive**” has gathered high impressions on Twitter, but experience **limited** audience engagement regarding the small volume of retweets.
- **Speakers** share insights and approaches to promote authenticity and diversity.

APR 27-29 2022 EMS Phase
(Topics Wheel)



Topic Key Takeaways

EMSLive

- Numerous headlines highlight companies and teams receiving recognition at EMS or the EX Awards.
- Multiple references emphasize the Ex Awards and the announcement of winners at EMSLive. Headlines showcase outstanding campaigns across various categories, encouraging readers to gather inspiration for their own events.
- Headlines cover specific events and activities at #EMSLive, such as roundtable discussions, breakfast sessions, photo tours, and interviews.
- Several headlines discuss social media involvement at EMSLive, using hashtags like #EMSLive to share updates, insights, and conversations.
- Some headlines touch upon DEI conversations and best practices at EMSLive.

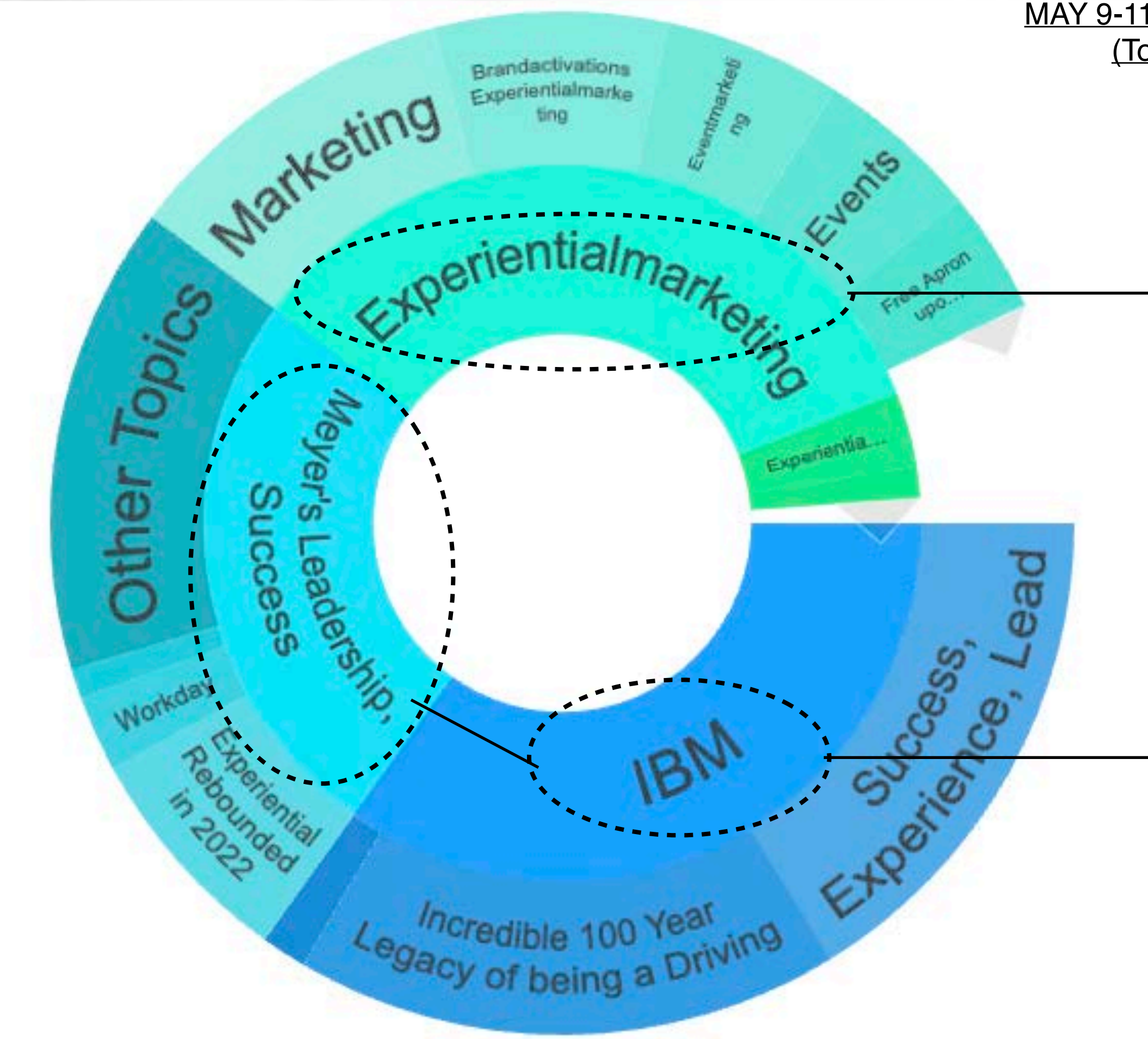
Experiential Marketing & Event Marketer

- Several headlines mentions headlines like “Why Branding is Critical in Event Marketing” and “Experiential marketing may look a lot like event marketing, however, these live events tend to involve more...”

2023 EMS PHASE TOPICS WHEEL ANALYSIS

- Overall, audience awareness of EMS and experiential marketing has **advanced** in 2023, featuring less educational content and more hi lights on marketing and brand and agencies.
- The use of **technology** has been widely discussed in top overreaching discussions, aligning with overreaching conversations on the significance of creating unique and memorable experiences that engage attendee’s **senses** and **emotions**.
- **Promotional tables** seems to be an effective tool to extend agency success and involve new clients.

MAY 9-11 2023 EMS Phase
(Topics Wheel)



Topic Key Takeaways

Experientialmarketing

- Many content headlines mention the presence of experiential marketing at various events, included but only with EMS and NCAA Final Four.
- Technology were widely emphasized in several headlines, explicitly focusing on VR, AR and technology advancements into experiential marketing.
- Brands and agencies’ awards and recognition are also featured in many theadlines. The use of psychology and emotional connections attracts a lot of traffic.
- Promotion tables at conference are emphasized to be an effective tool to drive product sales and brand loyalty.

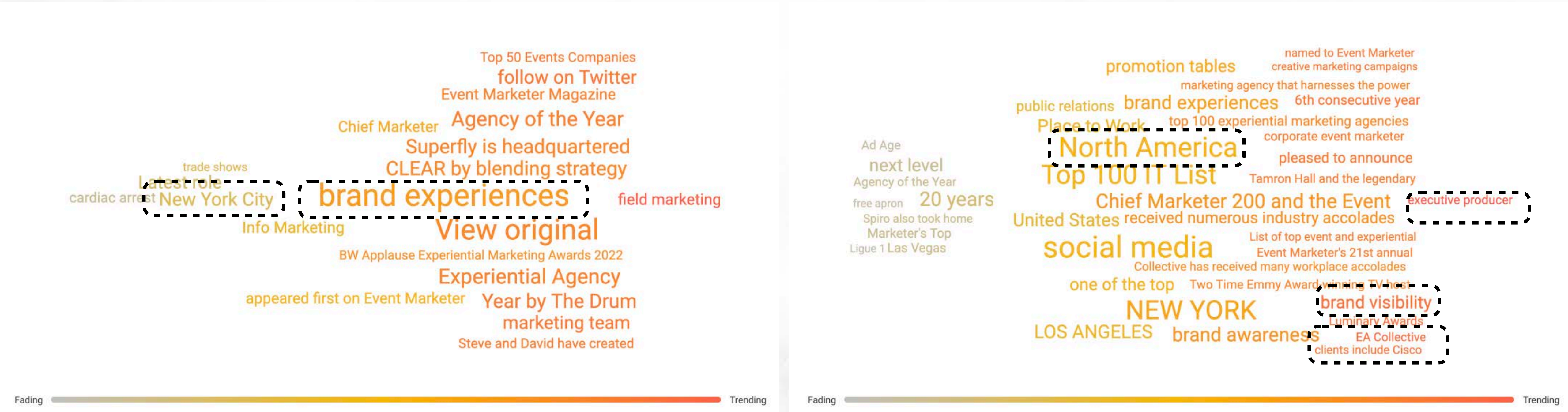
Meryer's Leadership, Success & IBM

- This topic comes from a news article titled *Project Expands Leadership Team to Unlock Network Power*.
- The article emphasized that “*Experiential has rebounded in 2022*”, suggesting the agency to lead the pack in this category.
- “Million viewers of...” were repeated in the content, key executive Meyer’s leadership were widely discussed in the article.

2022 VS. 2023 TRENDING TOPICS REVIEW

Overall, the most trending topics for both years revolve around Experiential Marketing and Experiential Agency. Notably, in 2023, topic categories has been explicitly focusing on **agency award wins** and **campaign recognitions**. The discourse also witnesses the active participation of **renowned brands** and companies such as Cisco and EA. Moreover, **geographical** interests have shifted, with locations like New York City gaining more attention in 2023. This aligns with a general uptick in interest observed in North America during the same period.

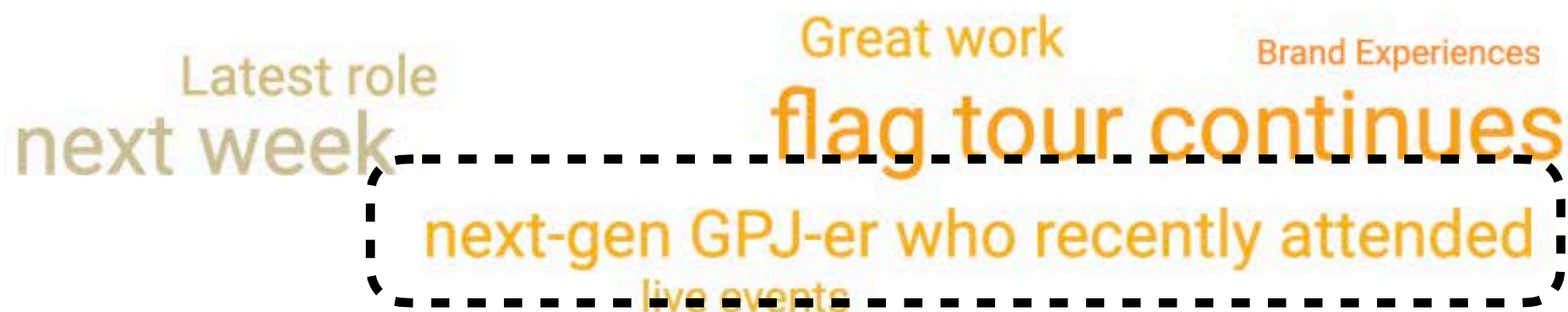
2022 Full-year vs. 2023 Full-year
(Trending Topics)



2022 VS. 2023 EMS PHASE TRENDING TOPICS REVIEW

Experiential Marketing gains increased interest in 2023, with topics from 2022 showing limited connection to the field. Notably, the term "GPJ-er" is frequently mentioned in both years.

APR 27-29 2022 EMS Phase vs. MAY 9-11 2023 EMS Phase
(Trending Topics)



2022 VS. 2023 EMS PHASE TRENDING TOPICS REVIEW

For two consecutive years, the prevailing topics in EMS centered around the agency George P Johnson Co. (GPJ). Limited media exposure was directed toward other industry news and agencies, as major publications primarily focused on reporting news related to this specific agency.



**George P. Johnson Australia and New Zealand**
@gpjanz

Meet Jenny Min Kim, our next-gen GPJ-er who recently attended @AIMEAsiaPacific in Melbourne. Read her thoughts and experiences of the industry for a fresh perspective.
[#gpjanz](#) [#TEAMGPJ](#) [#AIME2022](#) [#ExperientialMarketing](#)

JENNY KIM
EVENT MANAGER




AT AIME, I LOVED:
THE POSITIVITY AND THE OPTIMISM. PEOPLE WERE REALLY EXCITED TO MEET, NETWORK AND THEN RECONNECT POST-EVENT.

I THINK:
WITH THE INCREASE IN THE NUMBER OF HYBRID EVENTS, THE ENTIRE EVENT INDUSTRY IS NOW GEARED TOWARD MORE DIGITAL AND VIRTUAL INCLUSIONS TO INCREASE REACH AND


MANAGER AT GPJ:
I WOULD LIKE TO BREAK NEW BOUNDARIES AND RETHINK HOW WE CONNECT WITH PEOPLE TO CREATE EXPERIENCES THAT INSPIRE COMMUNITIES.

12:30 AM · Apr 28, 2022

**George P. Johnson Australia and New Zealand**
@gpjanz

Meet Veronica Nguyen, our next-gen GPJ-er who recently attended @AIMEAsiaPacific in Melbourne. Read her thoughts and experiences of the industry for a fresh perspective.
[#gpjanz](#) [#TEAMGPJ](#) [#AIME2022](#) [#ExperientialMarketing](#)

VERONICA NGUYEN
PROJECT COORDINATOR




I ABSOLUTELY LOVED:
THAT THE EVENT WAS SO TECH-DRIVEN. AN APP OUTLINED THE EVENT SCHEDULE, MAPPED THE AGENDA AND LOCATION, AND CURATED SPECIAL ROOMS FOR MEETINGS.


KNOW THAT:
ASYNCHRONOUS EVENTS AND CONTENT DELIVERY, WHILE STILL IN THEIR INFANCY, IS THE FUTURE OF EVENTS.


COORDINATOR AT GPJ:
I HOPE TO USE TECHNOLOGY TO CREATE TRULY IMMERSIVE EXPERIENCES THAT CAPTIVATE AUDIENCES AND CREATE MEMORIES, LEAVING THEM WANTING MORE.

12:00 AM · Apr 29, 2022

Project Expands Leadership Team To Unlock Network Power

**Project Worldwide**
18 May 2023 · 4-min read






Project Expands Leadership Team To Unlock Network Power

BY PROJECT WORLDWIDE
Published 12:01 PM PST, May 18, 2023

[Share](#)

The Independent Creative Network Announces New Appointments for Motive CEO
Matt Statman and George P. Johnson CEO Chris Meyer

**Project Expands Leadership Team To Unlock Network Power**
May 18, 2023 15:00 ET | Source: [Project Worldwide](#)

2022

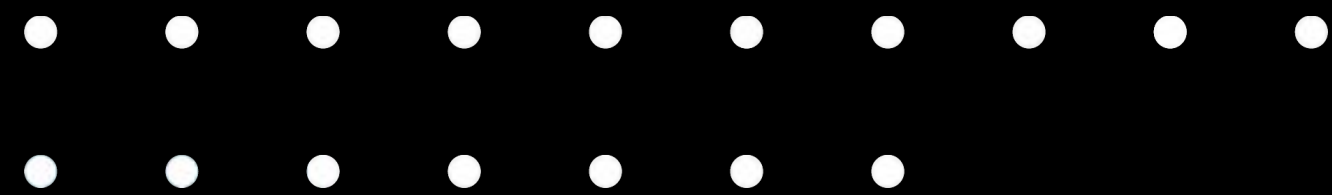
AP News

2023

Global Newswire

CONTEXTUAL COMPARISON

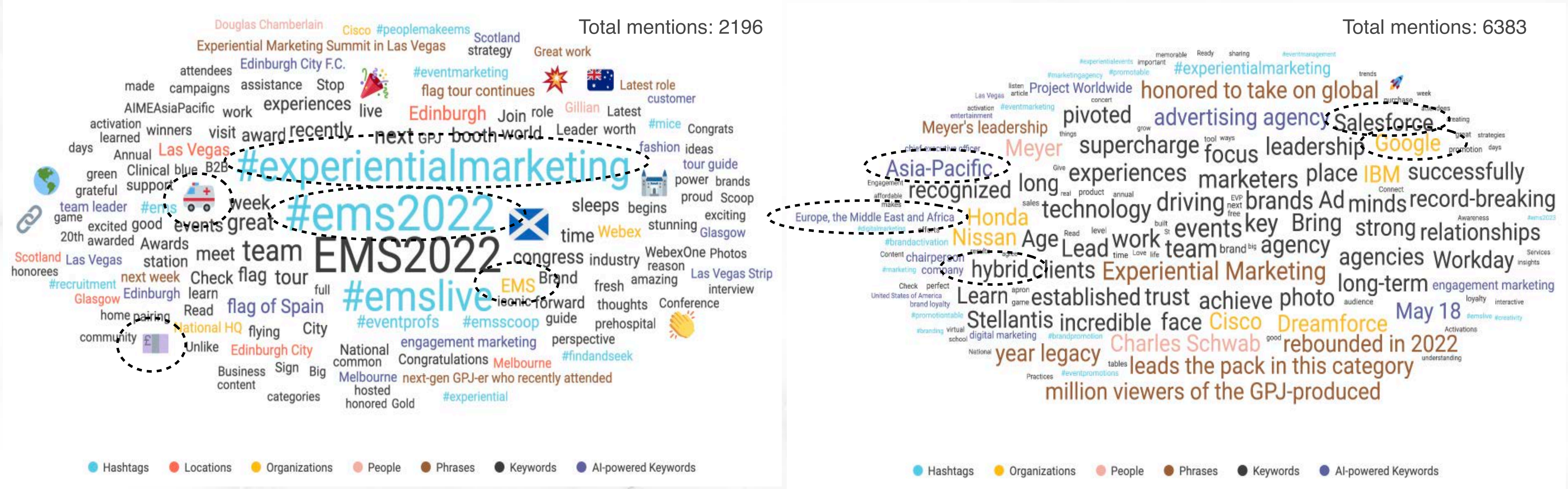
NVE
EXPERIENCE
AGENCY



2022 VS. 2023 WORD CLOUD REVIEW

In general, discussions in 2023 are notably **text-oriented**, marked by a significant decrease in the use of emojis compared to 2022. While Las Vegas was a widely discussed conference location in 2022, the focus shifted in 2023 to regions **beyond** the state, including Europe, the Middle East, and Africa. Conversations in 2023 exhibit a heightened dedication and **professional** focus on experiential marketing, with specific key terms being more frequently mentioned and reiterated. Mention were increased in **66%**.

APR 27-29 2022 EMS Phase vs. MAY 9-11 2023 EMS Phase
(Word Cloud)



2022 WORD CLOUD ANALYSIS

- **#experientialmarketing** and keyword **EMS2022** are top topics seen in 2022, owns 76 mentions respectively.
- Award categories is widely discussed, including keywords like “awards”, “winner”, “gold”, “honored”.
- EMS seems to attract to discussions mostly on business from attendees and business, as seen from conversations on “B2B”, “Business”, “conference”. Organic conversations are **rarely** to be seen from this year.
- The use of emojis like “🚑”, “🌍”, “🇪🇺” are associated from the twitter handle and organization @European_EMS.

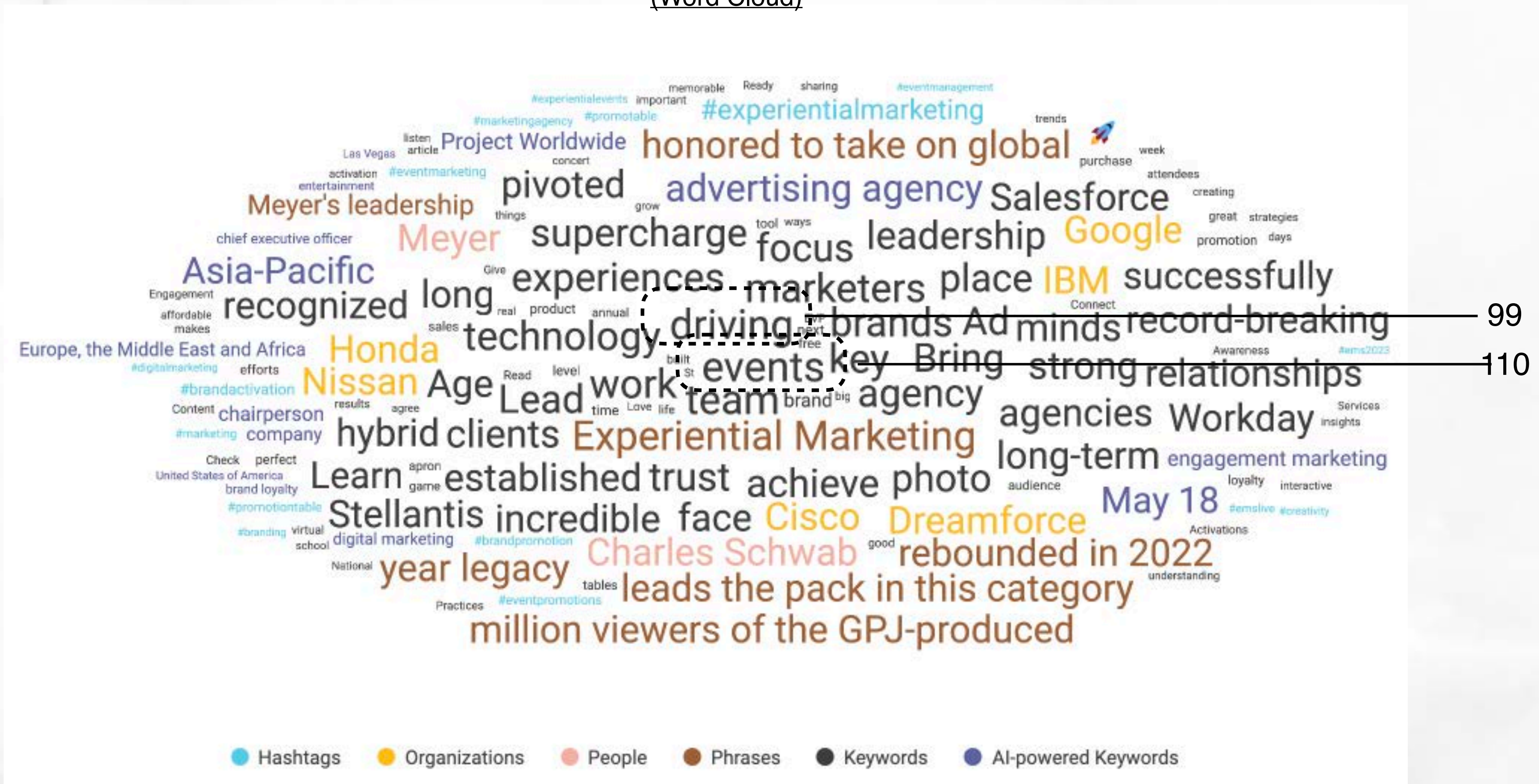
APR 27-29 2022 EMS Phase
(Word Cloud)



2023 WORD CLOUD ANALYSIS

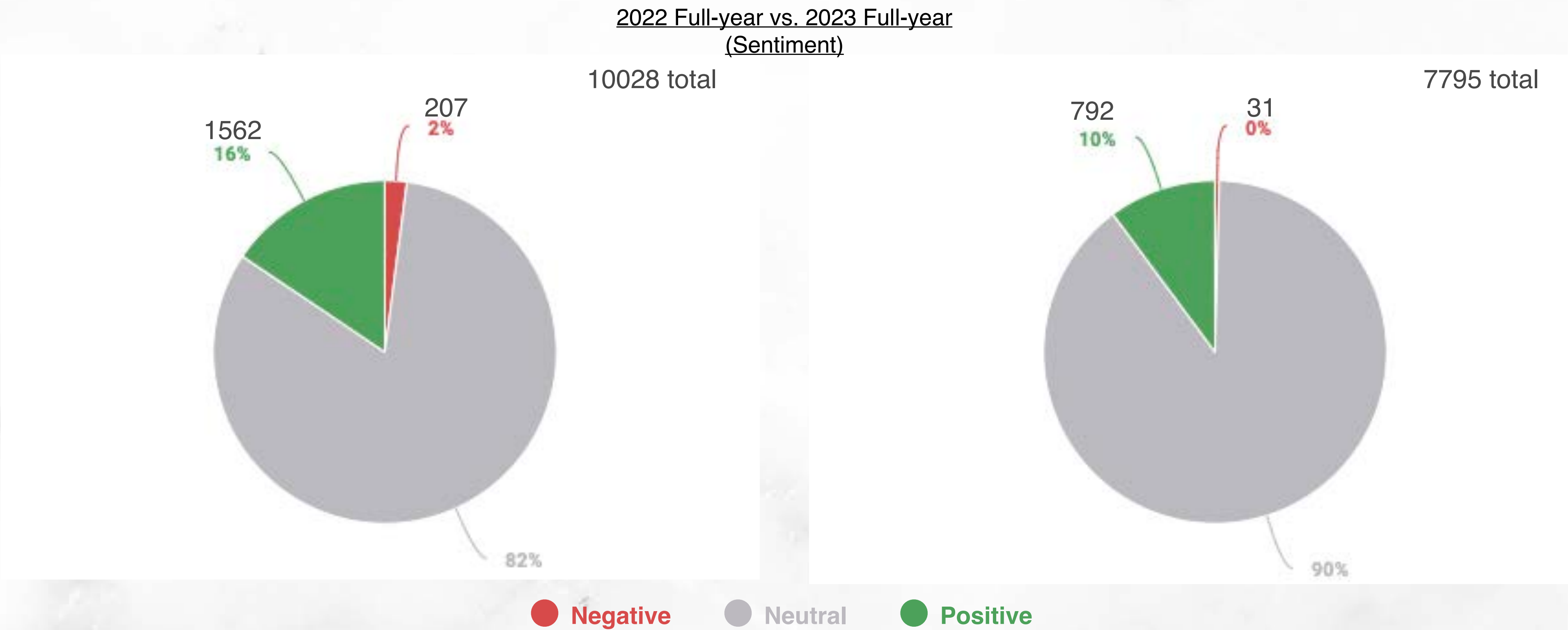
- More **companies** and **brands** are involved in top topics, explicitly highlighting brands in the broad **tech** industry like Google, Salesforce, Dreamforce, Cisco, as well as the car brands like Honda and Nissan.
- Audience expresses positive outlook to the future of experiential marketing, according to the high frequency of terms like “successfully”, “incredible”, “rebounded”, “record-breaking”.
- **Long-term** collaboration with brands and companies are highly emphasized.

MAY 9-11 2023 EMS Phase
(Word Cloud)



2022 VS. 2023 SENTIMENT REVIEW

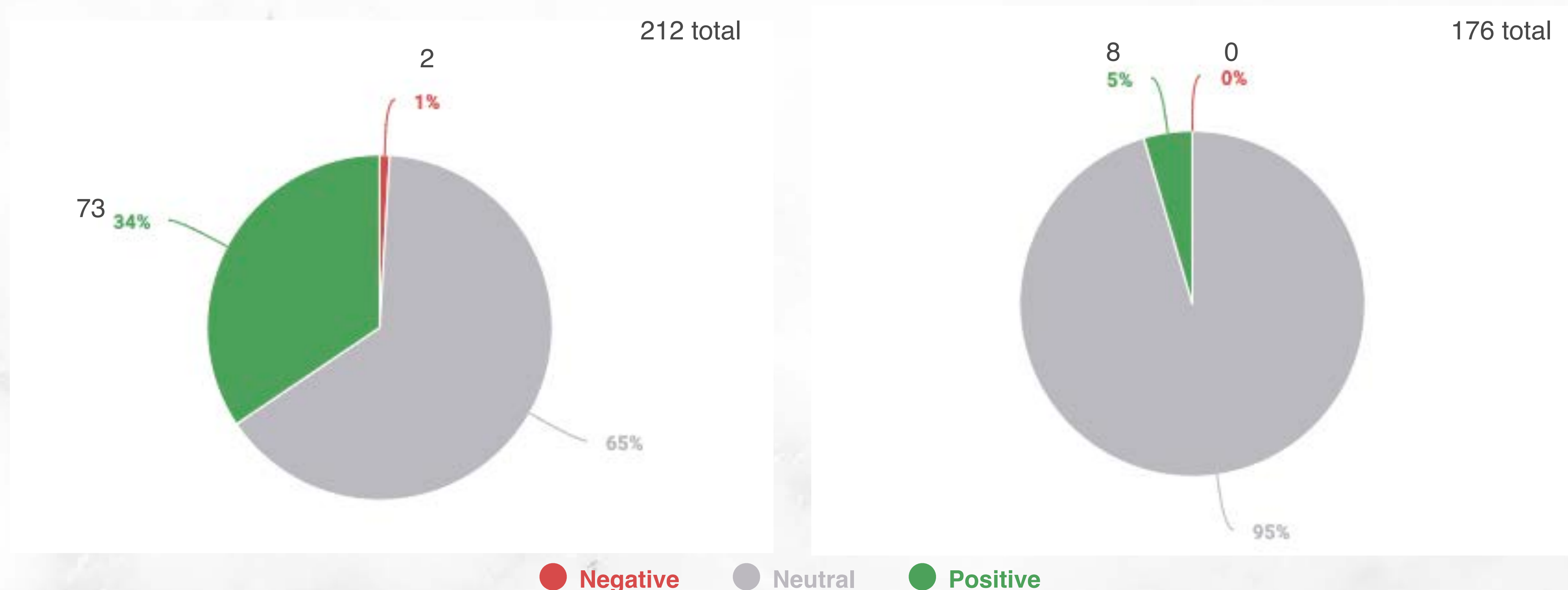
In general, Neutral has consistently being the dominant theme for both years. Positive has been the second major sentiment, and has an overriding percentage of a 88% and 96% (other than neutral) in 2022 and 2023, respectively. There is a 22% higher amount of mentions received in sentiment compared from 2022 to 2023. People share their excitement of attending EMS and exploring new things at the conference in the positive sector, while showcasing a sense of frustration or difficulty in workforce allocation and budgeting in the experiential marketing industry.



2022 VS. 2023 EMS PHASE SENTIMENT REVIEW

- The total volume of sentiment mentions remains consistent in both 2022 and 2023. However, there is a noticeably higher percentage of **positive** sentiment in 2022, while neutral sentiment predominates in 2023.
- In the positive sector, announcements of award winning and agencies share their excitement receive substantial attention but are **less frequently** retweeted.
- Interestingly, the two posts in the negative sector in 2022 each share a **story**, gaining high impressions despite their negative nature.

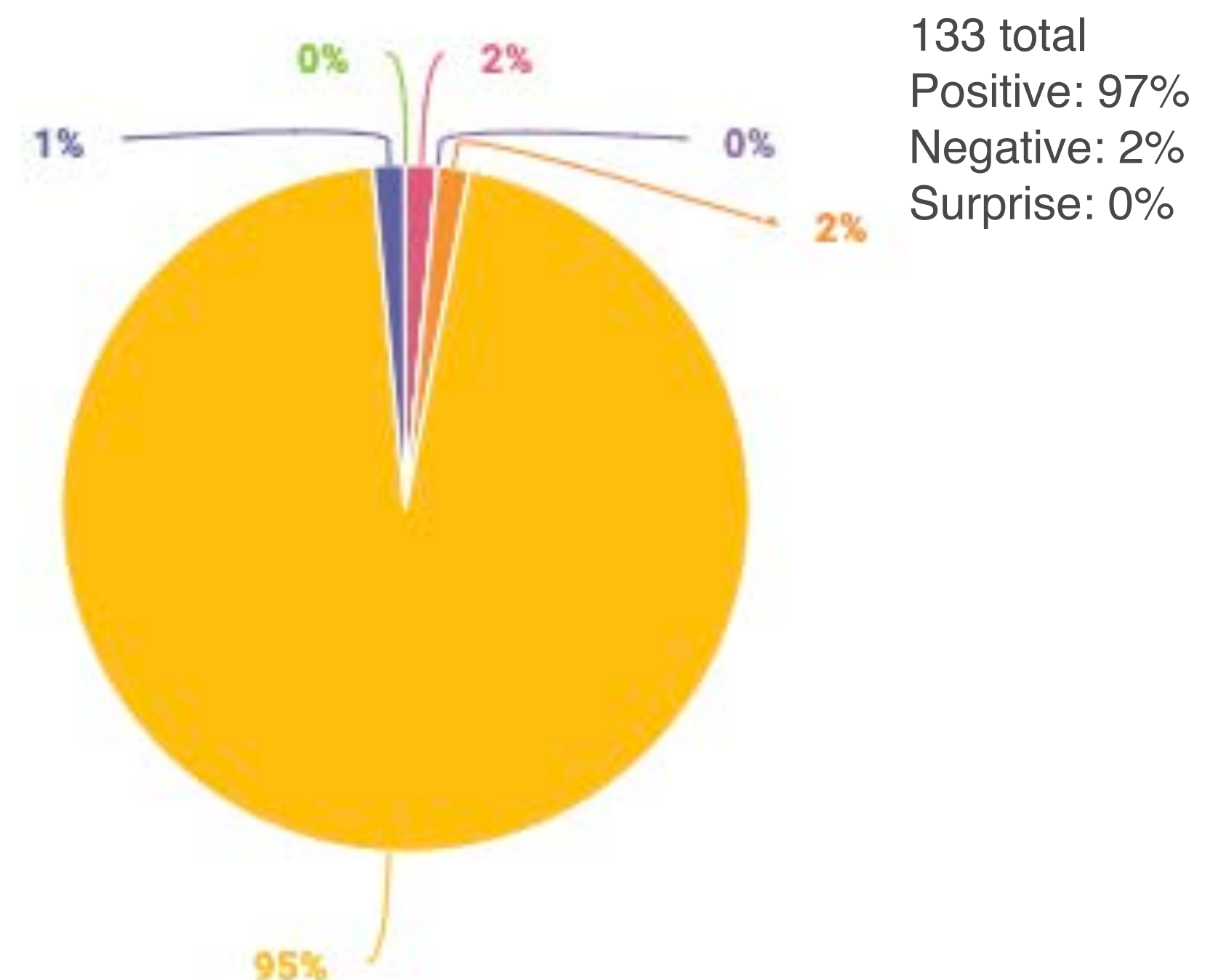
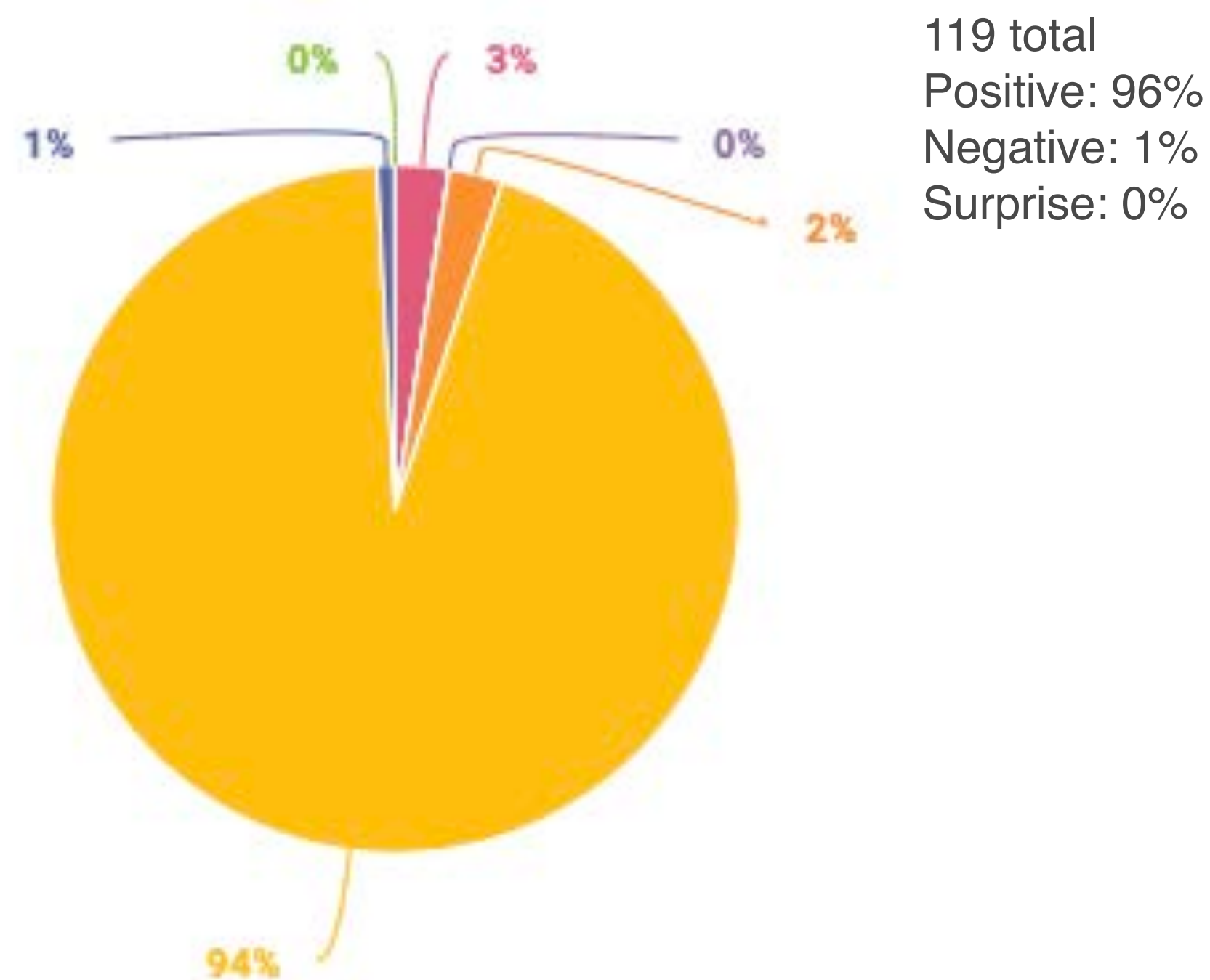
APR 27-29 2022 EMS Phase vs. MAY 9-11 2023 EMS Phase
(Sentiment)



2022 VS. 2023 EMS PHASE EMOTION REVIEW

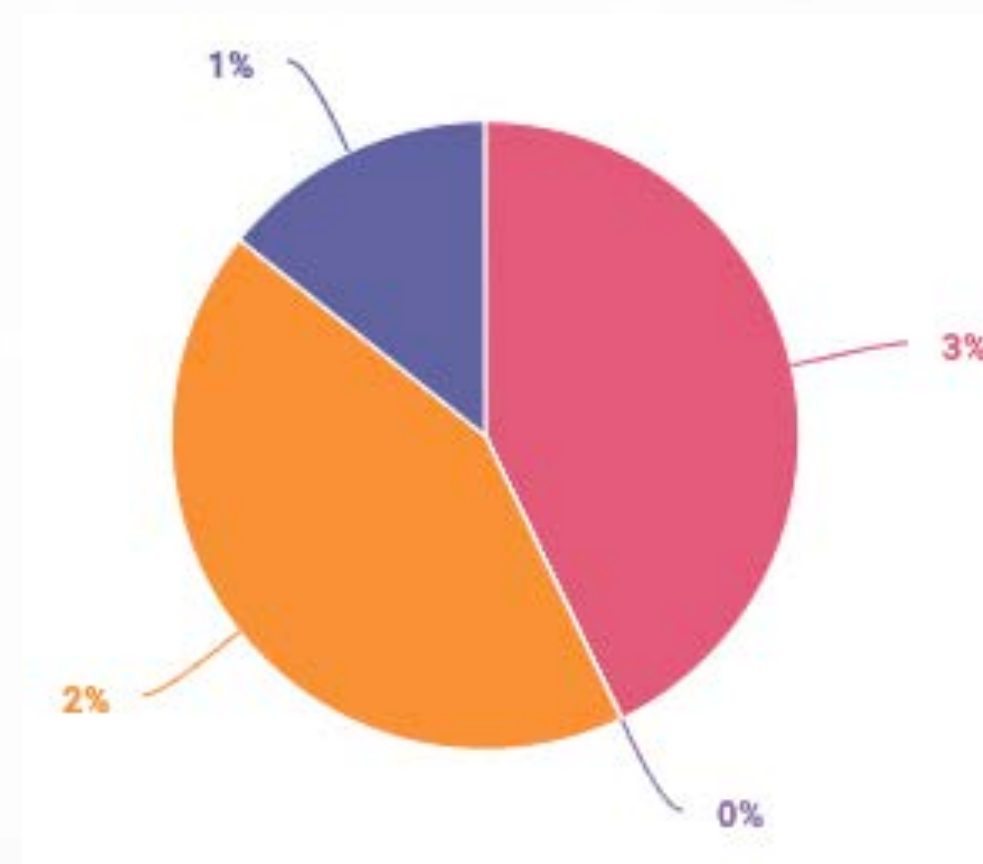
- Joy has been the dominant source of positive emotions in both year, at an average of 95%.
- In general, people share their excitement about receiving awards or attending the EMS events in the positive sector. Personal stories from individual tweeters gain a high exposure.
- The negative emotion sentiment worths a deeper delve as there are topics about the potential improvements and concerns about the experiential marketing industry.
- Notably, there is no surprise expressed towards any conversations in both years.

APR 27-29 2022 EMS Phase vs. MAY 9-11 2023 EMS Phase
(Sentiment Sort by Emotion)



2022 NEGATIVE TAKEAWAY

Agency veterans and new-school creators, NVE is comprised of highly specialized in-house teams to deliver an unparalleled level of service and access for partners while redefining the boundaries of experiential possibility.



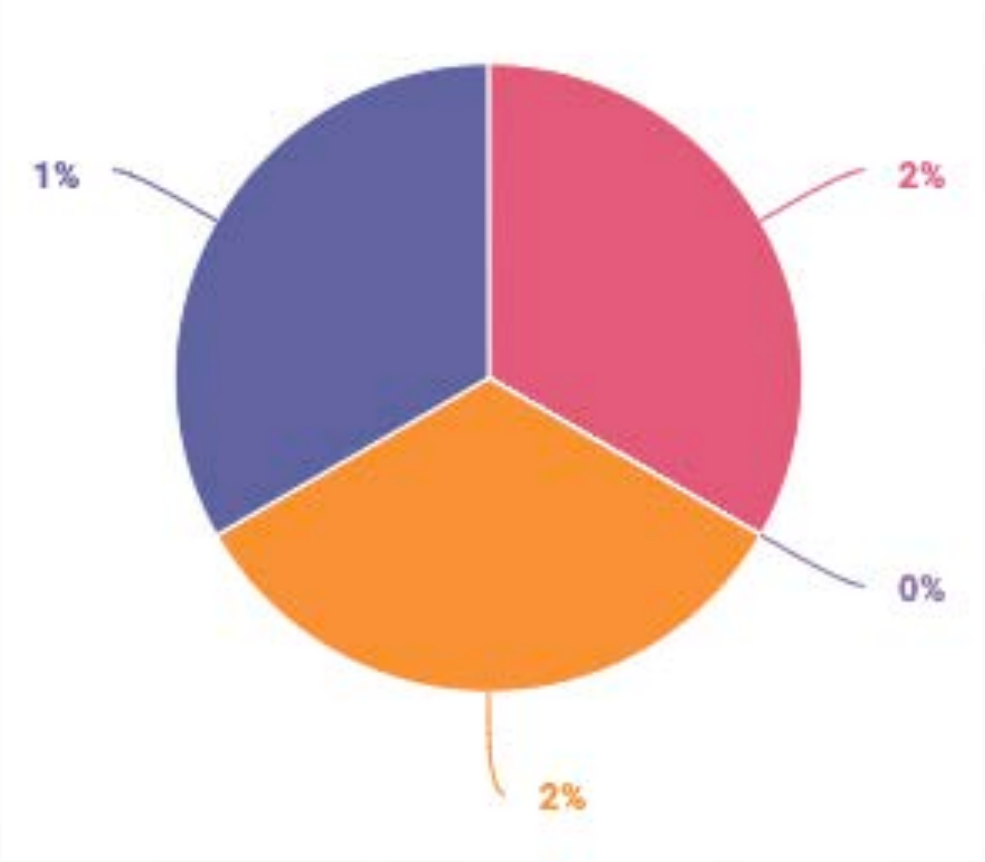
● Anger ● Disgust ● Fear ● Sadness

Appropriate Anger Speaks Loud

Negative emotion like anger is a high physiological arousal that provokes potential higher engagement between the content and audience. The shares of personal stories and the expression of anger seems to be an effective way in provoking wider impressions in social content creation.

2023 NEGATIVE TAKEAWAY

Agency veterans and new-school creators, NVE is comprised of highly specialized in-house teams to deliver an unparalleled level of service and access for partners while redefining the boundaries of experiential possibility.



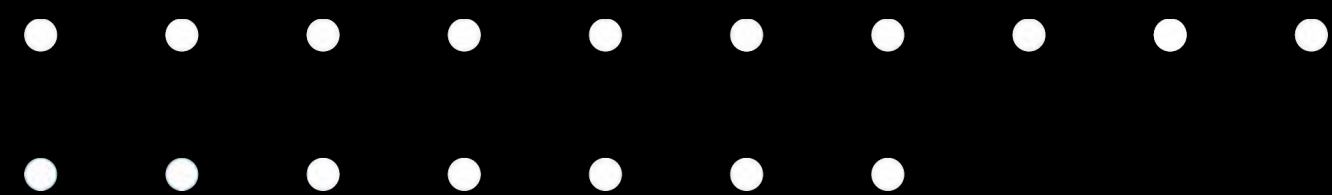
● Anger ● Disgust ● Fear ● Sadness

Collaboration vs. Competition

Discussions suggest the importance of collaboration between agencies to create shared success and achieve common goals and building trust. There is a growing call for a constructive meeting of minds and a need for clear roles and established goals in successful agency collaboration.

DEMOGRAPHICS

NVE
EXPERIENCE
AGENCY



2022 VS. 2023 GENDER SPLIT ANALYSIS

In general, male have consistently been the dominant primary authors in both years, with a 44% and 49% higher representation in 2022 and 2023, respectively. The ratio of male to female authors remains relatively equal in both years, hovering around approximately 1:2.

2022 Full-year vs. 2023 Full-year
(Demographics - Gender split)



2022 VS. 2023 EMS PHASE GENDER SPLIT ANALYSIS

In general, **male** have consistently been the primary contributor to authors in both years. There is a substantial **93%** decrease in the number of female authors in 2023 compared to 2022. In 2023, there is a notably **higher** percentage of male authors compared to female authors.

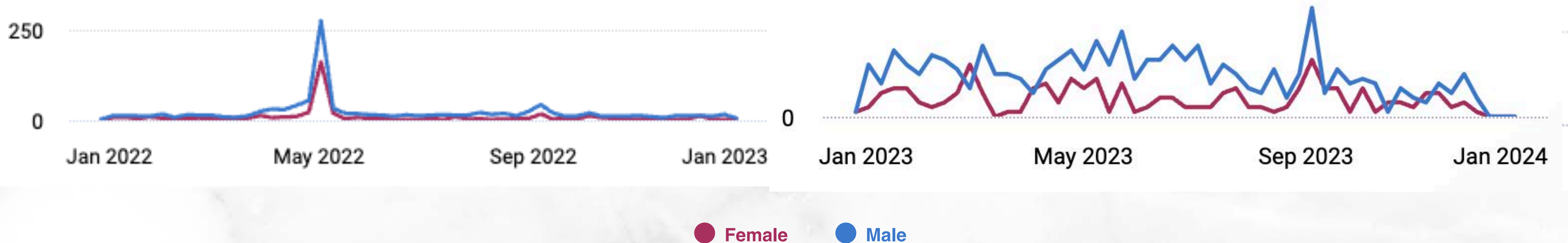
2022 Full-year vs. 2023 Full-year
(Demographics - Gender split)



2022 VS. 2023 GENDER SPLIT TREND ANALYSIS

In general, 2022 sees a significantly more consistent split in male and female, expect from one major gender split appears in May 2, with nearly **40%** more males than females. In contrast, 2023 exhibits a higher tendency for gender splits over time, with several minor occurrences throughout the year.

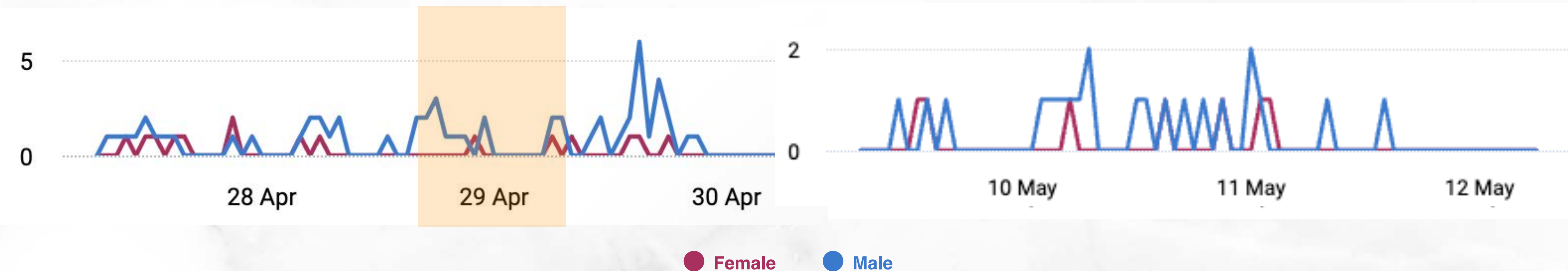
2022 Full-year vs. 2023 Full-year
(Demographics - Gender Split Trend)



2022 VS. 2023 EMS PHASE GENDER SPLIT TREND ANALYSIS

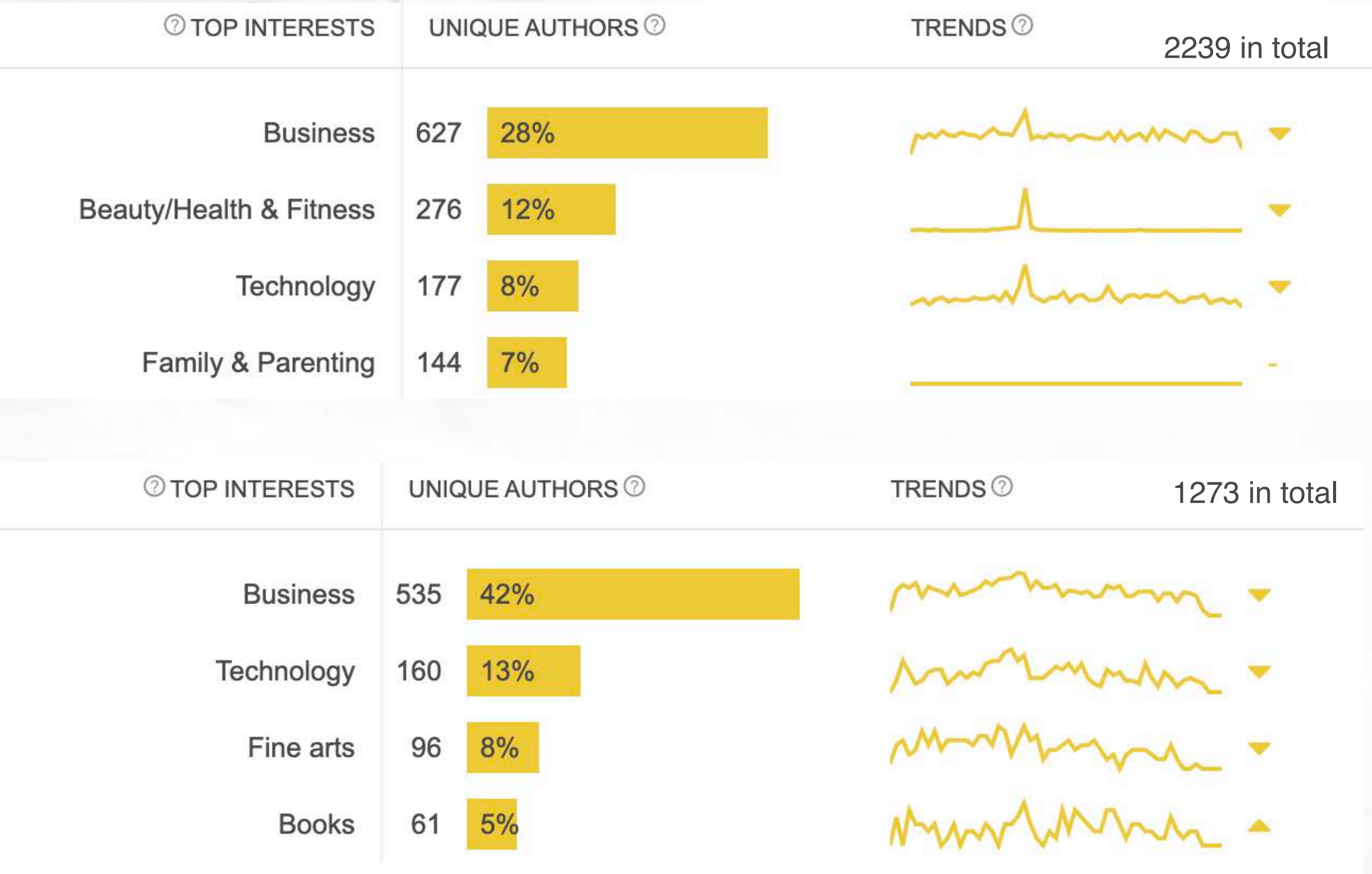
Overall, there is a noticeable **gender polarization** in both years, with a higher male participation than female. Particularly in 2023, a significant gender split is observed on April 29, showing an **83%** higher male attendance compared to females. This polarization appears **more pronounced** in 2023, despite the relatively small sample size compared to 2022.

APR 27-29 2022 EMS Phase vs. MAY 9-11 2023 EMS Phase
(Demographics - Gender Split Trend)



2022 VS. 2023 INTEREST SPLIT ANALYSIS

In general, there is a **lesser** amount of participants from each interest segments in 2023 compared to 2022.



Key Takeaway









Business and technology emerge as the two major top-interested topics in both years, with Business consistently holding the top position. Technology experiences a 5% rise in popularity in 2023.

In 2022, authors from beauty, health, and fitness exhibit increased interest in experiential marketing, seemingly associated with the post COVID-19 situation. Family and parenting also show a strong interest in the topic.

In 2023, content creators from fine arts and books show heightened interest in the topics of experiential marketing.

2022 VS. 2023 PROFESSIONS SUMMARY

In general, there is a **68%** lesser amount of participants from each interest segments in 2023 compared to 2022. Trends witnesses a higher **fluctuation** in 2023 in comparison with 2022.

TOP PROFESSIONS	UNIQUE AUTHORS	TRENDS	817 in total
Health practitioner	229 28%		▼
Executive	152 19%		▼
Teacher & Lecturer	93 11%		▼
Sales/Marketing/PR	74 9%		-
TOP PROFESSIONS	UNIQUE AUTHORS	TRENDS	264 in total
Executive	82 31%		▼
Sales/Marketing/PR	74 28%		▼
Artist	29 11%		▼
Scientist & Researcher	20 8%		▲

Key Takeaway

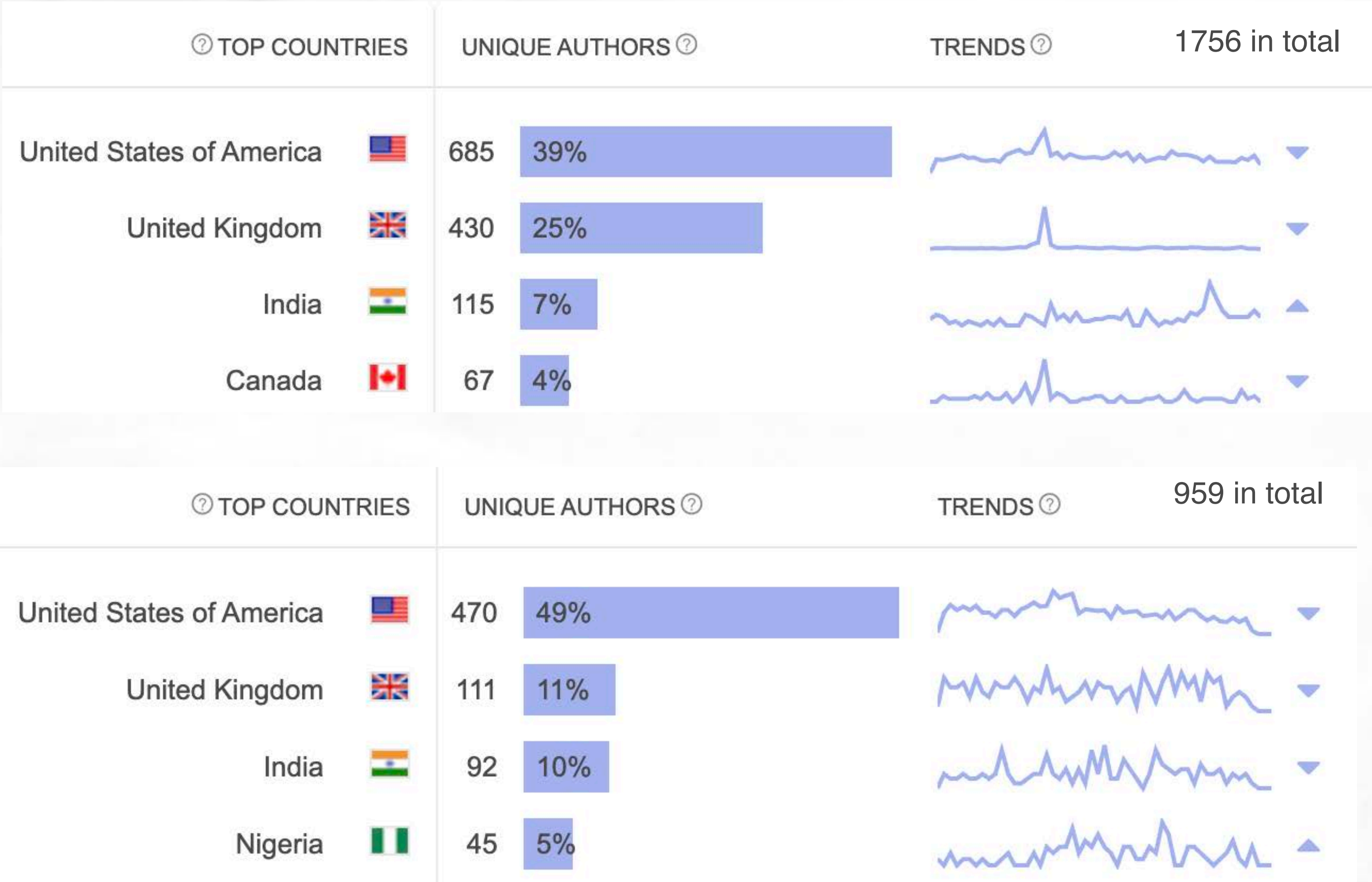
Executives, Sales and Marketings and PRs has been the primary professions engaged in the conversations, with Executives shows the most interested within this demographic.

In 2022, health practitioner shows significant interest, likely resulted from the EMS Europe’s participation in the topic. Teacher and lecturer are more engaged than sales and marketings and PRs, seemly due to the heightened popularity from the 20th EMS.

In 2023, there is a noticeable increase in interest from artists in the experiential marketing industry. Notably, scientists and researchers have started engaging with experiential marketing.

2022 VS. 2023 COUNTRY SUMMARY

In general, there has been a 45% decline in engaged authors by country in 2023 compared to 2022.

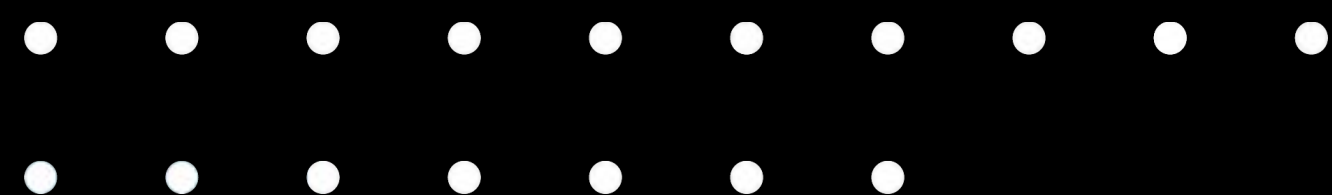


Key Takeaway

- The U.S., the U.K., and India have consistently been the three major countries interested in experiential marketing for both years.
- The U.S. has been dominating the list for both years, with a even greater percentage in 2023 than in 2022. In contrast, interest from the U.K. has a 56% drop in 2023 compared to 2022.
- Nigeria shows a growing interest in engaging in the conversations in 2023.

VOLUME BY COUNTRY

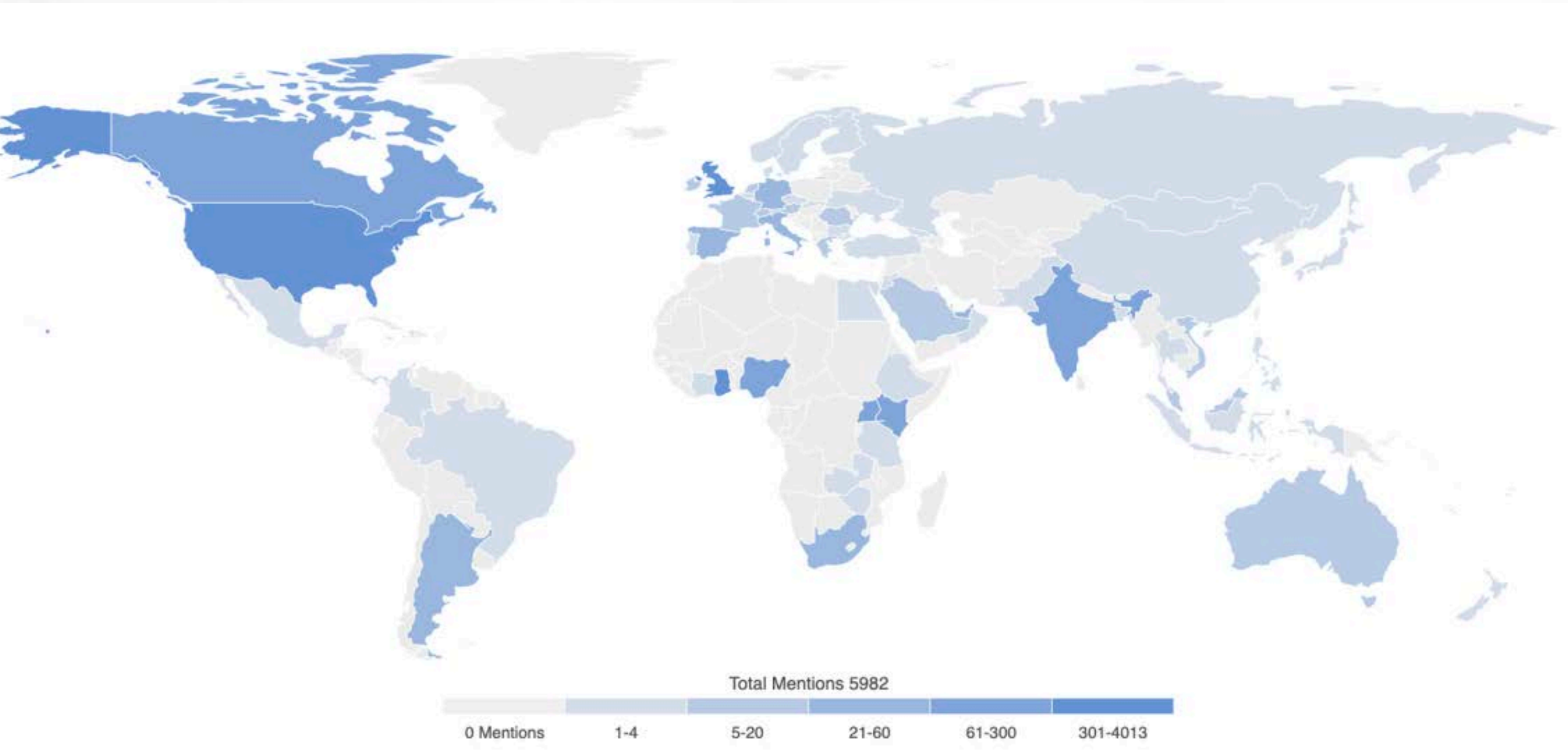
NVE
EXPERIENCE
AGENCY



2022 REVIEW

In 2022, the U.S. claimed the top spot with a 52% interest, closely trailed by India at 23%. Other regions exhibited comparatively lower levels of interest in EMS and experiential marketing when compared to the leading two regions.

2022 Full-year
(Volume by Country)

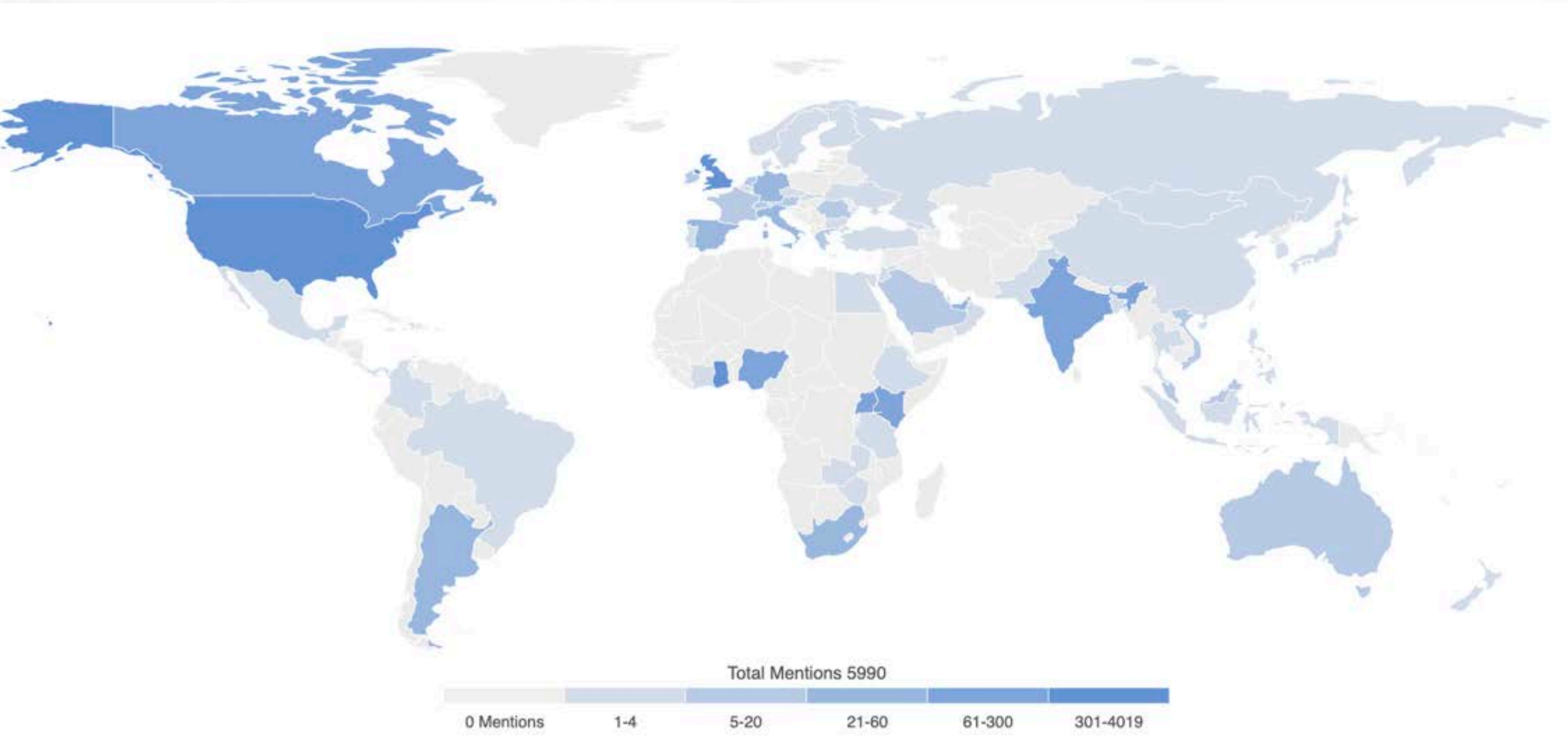


Ranking	Country	Mentions	Percentage
1	United States of America	4041	52%
2	United Kingdom	1757	23%
3	India	405	5%
4	Australia	268	4%
5	Republic of Ireland	151	2%
6	Kenya	145	2%
7	Germany	130	2%
8	Canada	120	2%
9	Nigeria	103	1%
10	Denmark	89	1%

2023 REVIEW

In 2023, the U.S. leads the rankings with a dominant **67%**. There is a large amount of countries from Africa including Ghana, Nigeria, Uganda and Kenya showing interest to experiential marketing.

2023 Full-year
(Volume by Country)



Ranking	Country	Mentions	Percentage
1	United States of America	4019	67%
2	Ghana	462	8%
3	United Kingdom	359	6%
4	India	220	4%
5	Nigeria	208	4%
6	Uganda	117	2%
7	Canada	104	2%
8	Kenya	91	2%
9	Argentina	46	1%
10	South Africa	36	1%

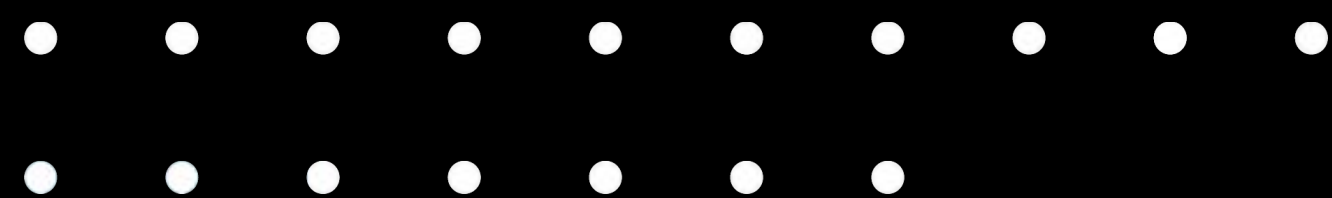
2022 VS. 2023 COMPARISON

In general, the U.S. consistently leads in interest, followed by the U.K. Over time, there's a rising trend in APAC, especially Africa, engaging more in experiential marketing. In contrast, Europe shows declining interest. South Asian countries, likely due to language restrictions, do not feature in the rankings.

2022 Full-year vs. 2023 Full-year (Volume by Country)							
Ranking	Country	Mentions	Percentage	Ranking	Country	Mentions	Percentage
1	United States of America	4041	52%	1	United States of America	4019	67%
2	United Kingdom	1757	23%	2	Ghana	462	8%
3	India	405	5%	3	United Kingdom	359	6%
4	Australia	268	4%	4	India	220	4%
5	Republic of Ireland	151	2%	5	Nigeria	208	4%
6	Kenya	145	2%	6	Uganda	117	2%
7	Germany	130	2%	7	Canada	104	2%
8	Canada	120	2%	8	Kenya	91	2%
9	Nigeria	103	1%	9	Argentina	46	1%
10	Denmark	89	1%	10	South Africa	36	1%

EMS INSIGHT REPORT

NVE
EXPERIENCE
AGENCY



KEY TAKEAWAY

EMS as the leading platform for connecting b-to-b and b-to-c to brands and companies communication offers business opportunities to boost their presence and secure new partnerships.

An increasing number of tech companies are now actively participating in the ongoing conversation. In 2023, technology, art, and innovation have become extensively discussed topics.

Currently, males predominantly dominate the realm of experiential marketing as content creators. There is a crucial need for more female voices in this space.

Over time, there has been a decline in interest in educational content. To captivate a broader audience and demonstrate our collaborative nature to brands, we should strive to produce more entertaining and distinctive content.

The primary promotional efforts for EMS stem from its news channel. Therefore, NVE should prioritize pitching to its news channel for a more effective strategy.

SWOT ANALYSIS

Strengths

- NVE’s existing commitment to community development, DE&I and women-oriented production team and executive team.
- NVE’s outstanding performance in brand partnerships and campaign success
- NVE C-Suite’s capability of being industry leaders

Weakness

- NVE’s small volume of media visibility
- NVE is a new comer to EMS
- NVE’s centralized resources might have to send a limited employees to the conference as it could affect day-to-day operations

Opportunities

- The growing call for DE&I and gender inclusivity
- The lack of women leaders in the conference
- The lack of multi-platform content from the conference

Threats

- Unmeasurable ROI of EMS
- Industry competition from other agencies
- The male-dominated inherited nature of business
- The limited media exposure opportunities

Agency Shows Greater Interest Than Brands



Brands are increasingly interested in engaging with EMS, but face competition from both well-established agencies and newcomers.

Gender Inequality Exists in Experiential Marketing



Discussions around experiential marketing business are male oriented, and the trend is only growing loud.

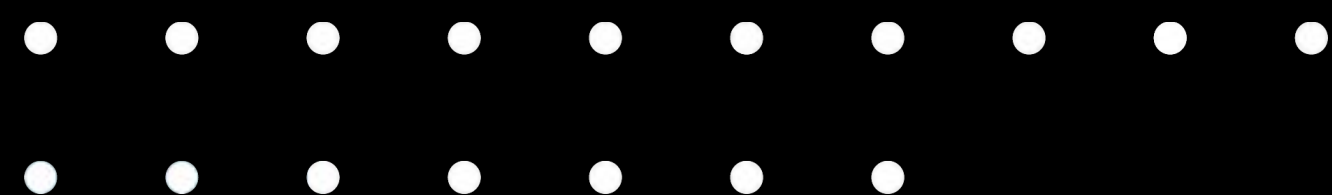
Media Shows Greater Awareness to the Conference



While EMS attract significant traffic and impressions, the same may not hold true for agency attendees.

CAMPAIGN RECOMMENDATION

NVE
EXPERIENCE
AGENCY



BRAND POSITIONING

- To: brands and audience who are interested in experiential marketing
- Brand is the: leading creative marketing solution provider specializing in brand experience
- That: truly cares about the gender inclusivity issues in the broad experiential marketing industry
- Because: NVE thrive from meaningful relationship and strictly follow the company's commitment to DE&I and gender inclusivity

KEY MESSAGE MAPPING

*“We support workplace
gender equality and
are committed to driving
positive change.”*

— for general public

*“We are a value-based
partner and a strong
addition to your
commitment to DE&I and
CSR.”*

— for brands

*“Experiential’s finest
touches down the
West Coast.”*

— for EMS

STRATEGIC INSIGHTS

01 A CONSISTENT TIMELINE

April, May, and November
EMS strategically generates publicity twice a year, first upon the award announcement and subsequently in April and May when brands and companies actively promote their attendance and share live experiences with EMS. NVE should initiate promotion and engagement activities around EMS in April.

02 PRIORITIZE MEDIA PITCH

News pitching
News remains a predominant source of interest, particularly through major contributors like Event Marketer, The Drum, BizBash, and The Vendry. However, these publications primarily focus on more established competitor agencies and well-known companies. To secure optimal exposure in media outlets, NVE should highlight executive leadership and their journey towards success.

03 MORE AWE MARKETING

Social Content Ideas
The prevailing sentiment around EMS discussions centers on positivity and joy. To achieve the broadest reach and engagement, NVE should curate AWE-inspiring content. Incorporating a personal touch in message delivery has proven to be effective. Thought leadership pieces, delving into executives' personal stories with experiential marketing, can be impactful. Additionally, considering alternative content formats such as YouTube videos and live-streaming could enhance audience engagement. With a wealth of marketing recaps and resources, NVE can position itself as a leading authority in the industry. The hashtag #You'reInvitedtoEMS2022 captures the essence of the invitation: [YouTube Link](#).

01 CHANGE THE NARRATIVE

Learning Recap

There is a significant limited amount of women practitioners to the online discussions about Experiential Marketing. Males has been leading the conversations about business in the experiential marketing industry, and being more actively showing presence at conference and public scenarios compared with females.

Insight

To humanize the brand and resonate with the audience, leverage the personal stories of executives. Develop thought leadership pieces that delve into the journeys of key leaders within NVE. By sharing these narratives, we create an authentic connection with our audience, showcasing the real faces behind the success of Experiential Marketing.

Re-write the Leadership Story

02 REDEFINE CONFERENCE EXPERIENCE

Learning Recap

Leading industry conference like EMS and other events offered great source in introducing the general public about experiential industry, as well as gathering awareness from the brands and companies. However, EMS has limited tools and channels in utilizing these resources, and lose the chance to maximize the ROI for agency attendees.

Insight

Brands and the audience are curious about what happened in the conference. NVE can take advantage of the company's established client profile and its outstanding campaigns and outperforming strategy and production team, send more employees to Las Vegas and producing live-streaming video on NVE's owned media channels like Instagram, LinkedIn, and YouTube.

Maximize Experiential to Fullest Content

Share the Moment, Share the Success

03 ADDRESSING DE&I AND COMMUNITY BUILDING

Learning Recap

In light of laborship challenges, showcase NVE's commitment to fostering a workplace of calmness and inclusivity. Emphasize the company's dedication to Diversity, Equity, and Inclusion, not just as a reactive measure, but as an integral part of community-building efforts. This proactive stance not only establishes NVE as a conscientious industry leader but also contributes positively to the broader community.

Insight

NVE's year-round strategy should intertwine technological advancements, DE&I considerations, and personal narratives, reinforcing the brand's position as a leader in Experiential Marketing with a strong commitment to its workforce and the community it serves.

THANK YOU

NVE
EXPERIENCE
AGENCY

