Online Brand Events: Everything You Need To Know

watchity

Table of Contents

1-Introduction

Covid-19 has revolutionized the events industry, and that's a fact. Since then, brands are looking to survive during these turbulent times.

The pandemic has created **the need (even more) to transform {almost} all content into digital**, and to increase the use of new technologies to much higher levels. Brands also had to adapt their goals and objectives, looking for a way to achieve them digitally.

For this reason, companies have begun to look at how to transmit their values, their image and their raison d'etre online. So, **digital brand events have appeared**, reflecting the brand image in a much more complete way and offering experiences to the audience to create memories (although this will be discussed below).

2-What is a brand event?

To understand what a brand event is, let's first talk about **branding** in more general terms.

Branding is the fact of giving meaning to the product or service, and this product or service can be practically anything.

So, if we focus on a brand event, it is made up of different elements, which include a logo, website, app, sponsors, marketing materials, speakers, stage design and event swag, even colors and imagery, among others. It also includes larger messaging elements that intend to communicate to the attendee what is the objective of the event and what the attendee should expect to get from that event.

Brand events leverage your company's brand to create **great and complete experiences**, which can be done online or offline. However, to get a brand event you must bring all these elements with cohesion across all the points of the event, and adapt them to the needs of the event (for instance, If it's face-to-face, you'll use some tools and, if it's online, you'll use others). Besides, **a consistent brand presentation** has been seen to increase revenue by 33%, so you should make your branding cohesive and recognizable for the attendees.

How can you do it? Don't just think of a branding plan; promote your event, create expectations, memorable moments ... If you do all that, you can get the rewards that a well-executed brand event brings.

3-Fundamental principles of brand events

The main objective of companies when making a brand event is to obtain the maximum possible performance. And this is done through **6 fundamental principles:**

1 ### Identify the main goal of the event

There are so many reasons for a brand to create a brand event: gain notoriety, carry out a product launch, present a new campaign, facilitate networking, etc. So, you have to be clear on the **reason why you are holding the event.**

2 ### Identify the target audience of the event

Like in almost all marketing actions, the first step is always to establish the audience we are going to target. You'll need to **define the target audience you want to reach** and then you'll need to think about how to design the experience to suit them.

3 ### Establish a concept that wraps your event

Once you're clear about the audience you want to target, you must **establish a concept on which your event is based**. Keep in mind that the concept you choose should always be aligned with your brand strategy. Also make sure that this concept is embodied in all the elements of the event, that everything goes in the same line.

4 ### Design an identity

Continuing with the previous point, you must **create a visual world around the event** that makes it stand out from everything else and all the daily information. This identity should convey the main goal of your event.

5 ### Before/ During/ After

Before the event, you have to **create expectations and interests** about it. In addition, you must ensure that this expectation is shared. To achieve this expectation, you can help yourself from a corporate website or social network. You can also create a custom hashtag that has to do with the event. During the event, you must **convey the same message through all the elements** that are part of it.

Try to always convey a message that reinforces the brand and core values of the event. After the event, you should take advantage of it and try to **create a community** among those attending your event.

This way, your brand will become a leader and referent of this community that will have shared interests.

6 **Evaluate each event**

The **measurement of the event** is very important to know if it has worked, if it has failed in something, if it has gone the same, better or worse than expected, etc. For that, you can conduct a satisfaction survey where attendees can expose their opinion on the day. This way, they can say what they liked the most, what they think can be improved, etc. Besides, you can also measure the numbers of the event, this means, how many people have attended, at what time they have left, how many leads you've reached and how many have become customers, what has been the impact on the media, etc.

4-Elements of a brand event

To make a brand event, you need to first have a set of necessary and fundamental elements. These elements can be classified into three groups: the basic ones, the digital ones, and the onsite ones. Let's start with the **key basic elements** that you will have to apply around your entire event and that will help you to promote it correctly:

✅ Logo

This is one of the most important elements. The logo is the element through which your target will recognize that it is your brand that is organizing the event. We could say the logo is the face, **the most visible and displayed part of your event**. That's the reason why **you should have a unique logo**, an identifying one that differentiates you from the rest.

✅ Colors, graphics, and fonts

These elements work in a set. You must maintain consistency between all these since **they will give a clear and consistent image of your event** to your audience. They should also go in line with your logo and the image of your brand. You have to get everything going in one direction and make sense.

✅ Event tagline

Together with the logo, there must be a **slogan that defines in a short sentence what the event means**. Make sure this slogan really conveys what the event means to you, its raison d'etre.

✅ Naming conventions

You can't talk about your event as a conference if it is actually a webinar. **You have to know exactly what type of event you are organizing** and how it is going to be structured. Only this way you will be able to speak properly about it and, consequently, convey the right message to your target.

Now, let's see which are the elements that are going to be essential for you to **let your event flow and work properly**:

Event website

The website will be the **platform where you can display all the necessary information about the event**. Also, it will allow you to display all your brand events and create a library that can be seen by anyone interested in your brand. This way, it will be easy for you to create more potential customers.

Event app

The app, like the items we just mentioned, must be **customized based on the concept of the event**. In addition, depending on the type of app you choose, it will help you keep your attendees informed and up to date on everything that has to do with the event. Combining it with the website is key.

Social media

Creating social networks for your event is a **good option to promote it**. If you do it, **make sure you customize them** just as well as the web, app, and everything else. You can put the logo as a profile photo, change the background of your profile by adding a photo of your brand, post photos with information about the event. .. You can even play a game to keep your audience waiting! Everything is valid if you make use of imagination and creativity.

Registration and ticketing

Your event branding should not be based only on the event itself, but also on **pre and post-event actions**, such as registration. You must make the full life cycle of your event have the imprint of your brand, following the line of all the above. So, choose an **intuitive and easy-to-use ticketing or registration method** for your event. This way, you will make viewers start the experience with a good first impression.

Event emailing

Using email to promote your event is a good option. However, you should **make these emails part of your event experience**. How? Use all the elements of your brand, whether the logo, the tagline, fonts, colors ... Do it so that the people who receive the mail know who it comes from.

Once your attendees have had the first contact with your event and interacted with it, it's time to bring it to real life. If you're doing a hybrid event, for example, you should also consider the event's in-person elements. So, let's talk about **onsite branding:**

✓ Signage

The event must have **signals of various types**: welcome, indicative, informative, etc. There are some that are more essential, such as the welcome or indication ones, but all have their importance. You should **make sure that the signals contribute to the continuous cohesion of the event**, and that attendees have a complete experience including all the details.

✓ Decoration

A Brand Event is also composed of the **decoration of your event**. Keep in mind the colors, the style, the decoration, the design ... Everything must go in the same direction, and **reflect your brand values in every detail of the room**.

✓ Booth

For those events where you only have a booth and there are many more brands, you should **include everything we have mentioned on a smaller scale**. It is important not to forget any detail, however insignificant it may seem. If you only have a booth, take advantage of it, that's not why you should neglect it.

5-Online brand events

As we've already said, brand events can be hosted both online and offline. In this case, we're going to talk about the online ones, since they are also the ones that **have more opportunities nowadays**.

Hosting an event on a streaming platform sometimes strictly limits possibilities on distinctive event branding. Therefore, you should try to **find the perfect platform that allows you to customize your streaming** in a way that goes in the same direction as your brand. If you get to customize your event, viewers will be much more impressed and your brand will leave more footprint and memory in them.

For this to happen, the **Watchity platform allows you to customize your streaming** to the levels you need, adding whatever you need and organizing it the way you prefer. It gives you the chance to add labels, logos, slides, overlays … And so many more elements that will help your event to stay in the mind of your audience.

In addition, **Watchity allows you to set up the built-in registration system** on the streaming platform itself, making your attendees have it all in one.

6-Types of online brand events

Within online events, there are endless types and possibilities, and each one suits the brand's goal at that time. However, there are determinate **types of online events focused on branding and marketing**, and will help your brand **improve its image and create memory in the audience**. These types of events are the following ones:

A   Conferences

Conferences, just like summits, are a perfect option to **build brand awareness, credibility, and business leads**. Your organization can give its opinion on a specific topic that surrounds it, also counting on leaders or prominent people on that topic. This fact will call the attention of your target audience and will make your event grow in attendees.
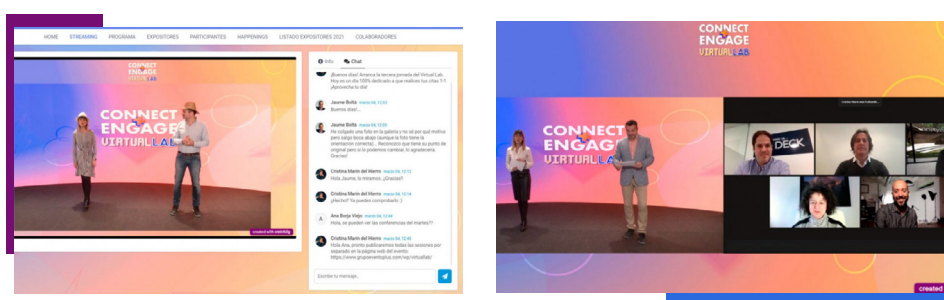

Virtual Lab conference organized by Grupo Eventoplus

B   Festivals

Festivals are a good way to create an **exchange of thoughts and ideas**, and this will provide a way to bring together large audiences. They are based on **creating great experiences for your audience**.

This type of event is perfect for your organization to create **brand awareness and affinity**, associating your brand to qualitative elements, just like stories, experiences, and values, that have more relevance and produce greater recall in the audience.
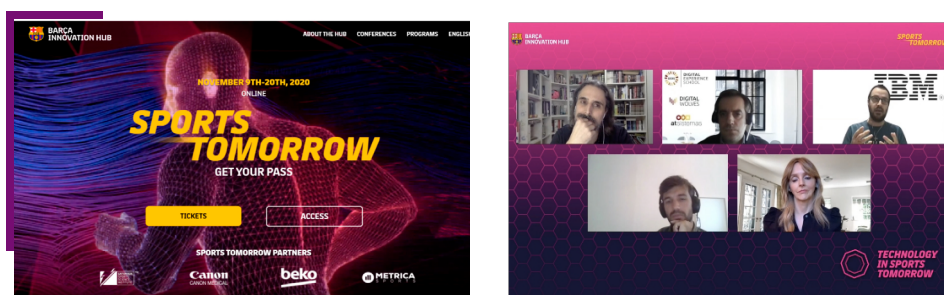

Festival Sports Tomorrow, produced by FC Barcelona

C Competitions

As we already know, events are more valuable if they engage the audience. So, one of the best ways to engage your audience is to **make them get directly involved in the event**, creating a competition where they can participate. This way, **your brand can offer impactful opportunities and cultivate brand-audience relationships**.

Leaving the contests aside, the most important thing is that you **get the audience to participate directly in your event**, no matter what. It can be done through competitions but also by doing Q&As, live chats, and many other activities.
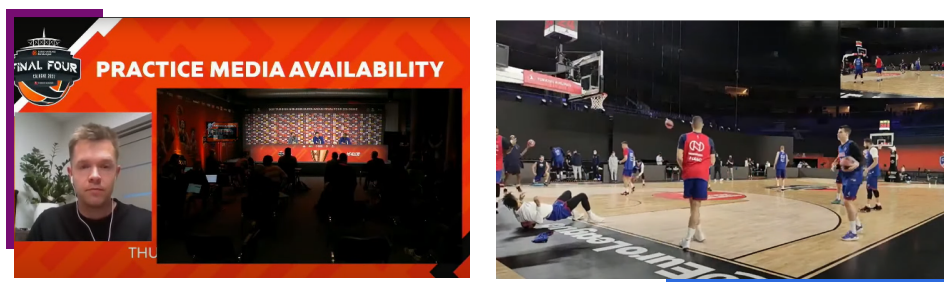
EuroLeague Final 4, basketball competition

D Award shows

Similar to festivals, award shows are based on **inviting people who are influential or affected by a topic**, and a community interested in the same topic. Thus, **the brand will gain authority** and will be seen as an influential brand in regard to the topic.

Venture On The Road, award show organized by SeedRocket

E Product launches and demos

Online events provide the opportunity for each announcement, action, and novelty to **have an exponentially greater impact**. Also, this impact is expanded in more geographical areas and, because of it, **the brand is able to reach a much wider audience**.

This type of event is also a proven method for **generating interest, promoting engagement and improving conversion**.

So, it is the best way to introduce new products or services to the audience, perform demonstrations, and show them new additions or brand innovations.

You should take into account that you must enable two-way communication during the event. You can take advantage of the opportunity that online brings you to receive feedback in real-time from your audience. So, encourage your viewers to ask questions or give their opinion about the product you're showing. Thus, they will feel more committed to the brand, and the brand will have the opportunity to improve whatever is necessary.
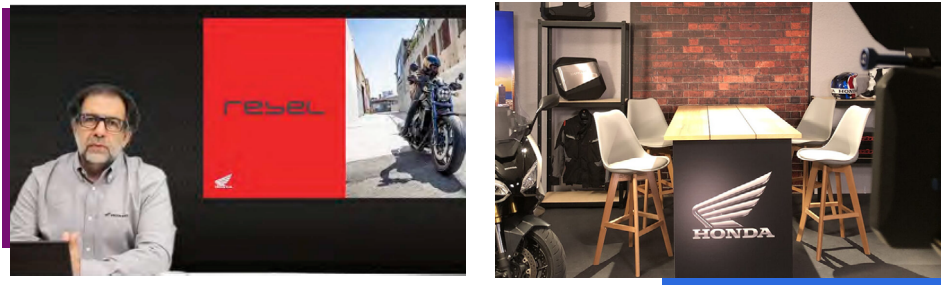
Presentation of the new models of Honda Motocycles

F   Webinars and training

As we just said, streaming allows you to **have a real-time interaction** with your audience, and to **create a bidirectional communication** with them. This way, you create a **constant dialogue** that allows you to **generate deeper engagement**. Two of the most appropriate types of streamings to generate this dialogue are webinars and training, which provide opportunities to create interactive sessions, promote the participation of the audience, and keep their attention.
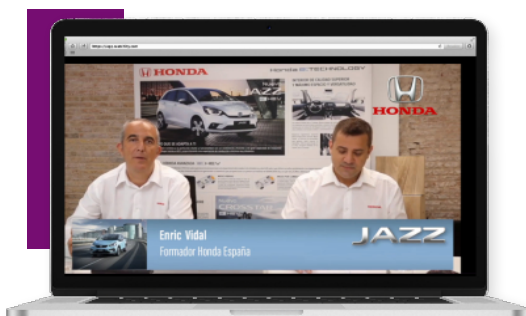

Webinar made by Honda

Webinar made by Volkswagen
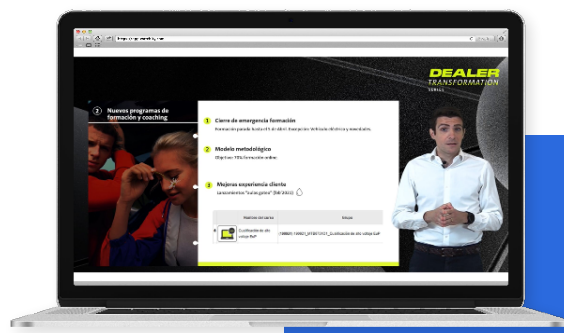
G Thought leadership events

Another of the advantages of making an online event is that you can host many different types of experiences. In this case, you have the opportunity to **promote your brand as a critical voice in your industry**. This way, **you will advance as a leader in the sector**, and **your brand will be seen as a reference**, improving its image and reputation.
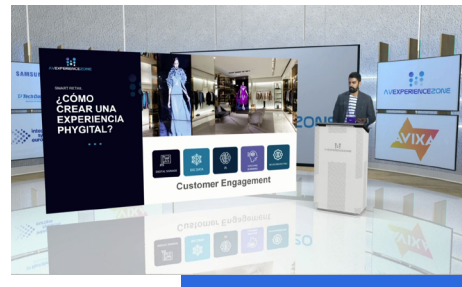
AV Experiece Zone / ISE Event

7-Benefits of brand events

Event Branding brings many benefits to the brand that carries it out. It is not the same to hold an event without a name, to hold a successful event and let everyone know that the organizer has been you. So, let's see what are the **benefits you can obtain from organizing a Brand Event:**

Better customer recognition

As Better we mentioned customer on some recognition occasions, a brand has to take advantage of every touchpoint with the customer and use them in order to convey its brand elements, such as colors, fonts, or the logo. This they is will a wafeel y to more **deliver identified trust to with the the customer**, brand andso will generate more memory about it.

Higher Customer customer loyalty

attain. And this is achieved by bringing a **continuous positive emotional experience**, physicmaking al the attributes customer of the feel brand, satisfied and with conveying-the strong brand values. If you are able to take advantage of the event and bring all these elements together, it will be the perfect combo.

Word of mouth

When a brand tells a story or brings and incredible experience, customers explain it to all the people they know. That is why you should always **consider your customers as your brand ambassadors**. If you leave a footprint on your customers, word of mouth will be your greatest ally.

Higher advertising effectiveness

If a brand is recognized, **it has a much higher impact** when making an announcement. So, everything that originates from you will generate **interest and expectations** among your target audience.

Higher applicant quality

When it seems that a brand is doing a good job and is focused on improving more and more, it is normal for people to be interested. And, many times, this interest is focused on working for the organization to **adopt its values and be part of the success**. Everyone wants to have strong, interesting brands in their CV.

Higher employee motivation

Related to the point before, when employees are aware that they are working for a strong brand, **they feel much more motivated and work even better**.
Also, this feeling brings the employees joy not only in work but also in life.

Lower price sensitivity

When you are great at what you do, you become able to raise prices. And that is because **great sells better than good**. So, if you do things in the right way, **you will be recognized by your customers as a great brand** and, consequently, they will pay whatever it takes to get your product.

Are you ready to try Watchity?

Online brand events are just the beginning.

Book a demo with a product expert and let us show you exactly what our platform can do for your brand's digital communication and events.

Book a demo

watchity