Where we are and where we’re all heading

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Experience is the Marketing
THE TIME FOR EXPERIENCE IS NOW
Where are we all heading
Some Context
10 Thoughts
The UK events industry is currently worth £42.5bn and accounts for 35% of the UK visitor economy.
The Brand Experience Story

• Great marketing is no longer about just saying things to people
• It's about doing things for people
• Successful brands understand the importance of engagement; creating meaningful and rewarding experiences, whether that's online or in the real world
• Treat people as people, whether there're consumers, corporate clients, partners or employees
• Entertain them, educate them, and connect them with each other
• Above all, listen to them
• Enable audiences to be a part of the story
1. Information On Demand
Information On Demand
2. Social Network
Social Network
3. Taking Control
Taking Control
4. Pull
Pull
5. Quality
Quality

To us, Mr. Bond. We are the best.
6. Attention
Attention
7. Listening
Listening
8. Relationship
9. Emotional
Emotional
10. Our Needs
Our Needs
Finally

S.O.F.O.
THANK YOU

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Where we are, Where we’re Going ...
What are we talking about?
Its our time
Why?

Experience Economy

Tribes / Seth Godin

Digital / social revolution

Economic Factors
The Experience Economy

- Agrarian
- Manufacturing / Industrial
- Commercial
- Now ... Experience
Economic Factors

- Generation rent
- The squeezed young
- Millennials
- Move away from materialism
- Social but not social media
- Authenticity
Tribes & Communities

- Need to link to like minded people
  - Hobbies
  - Geographies
  - Vocations
  - Fans / supporters
- Social networking
- Points to events

“A tribe is a group of people connected to one another, connected to a leader and connected to an idea.”
Digital / Social revolution

- Convergence of social
- Marketing budgets going to trackable social
- Networking going on line
- Communities going on line
- Purchasing on line (amazon, Alibaba, Uber etc.)
- Huge, scary gap where touching people used to be
- What marketing medium puts people in physical touch with their customers?!
Qualities of People

- Social vs social media
- Human need for contact
- Our love of experience
How to capitalise?

- Businesses and brands
- Speak the language of brands
- Know where our value is
- ‘Create worlds’
- Create engagement
- Bring communities together
- It’s not what brands say to people, it’s what they do for people
Questions