

*HOW TO GET **YOUR** **EVENT** REMEM- BERED

*you can with Let's Get Digital's solutions.



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LET'S GET REMEMBERED

Imagine you're hosting an event (downloading this whitepaper raises the suspicion that you just might do that very often, or soon) - what do you need to make it memorable?

There's probably a range of events in the same field you're working in, which makes it all the more important to make your event stand out. Making it stand out will help to position your event as THE event in this field and will ensure visitors come back to you.

It is important to consider the impact of virtual and hybrid options, 73% of event planners think hybrid events will be a lot more common in the near future. We share this vision, but with it comes the question: how do I grasp my attendees' attention and even more important: how do I make it memorable?

THE PERKS OF VIRTUAL OR HYBRID EVENTS - AND THEIR CHALLENGES

The vital question is: How do I make sure that my event stands out? Which ingredients do I need to make sure my event will be remembered - or even talked about by millions?



**FIREWORKS,
NOT FEATURES**

The list of features you can incorporate during an online event seems endless, the possibilities that the internet offers are limitless but ... it's important to know when to use them. It's easy to get overwhelmed, both as event organiser and as an attendee. Choose your features wisely, we would say.

It's not just about the features your event has, but how those features contribute to the event experience of the visitor. Think of the festival at that beach you once attended - it probably did not have the cleanest toilets ever and the sand got stuck to your toes making it uncomfortable to get back into your socks and shoes. But: the magnificent sunset, the hypnotising music, the incredible people you've met - they made it worth it. It was not about the features, but about the fireworks.

Let's dive into the business context here: in the end, it's not about the coffee you drank or which sandwich you ate but rather about the connections you made. The people you've met, the experiences you had. Don't focus on all those conditions, if you facilitate inspiring experiences and connections, your event will stand out and be remembered.

The same goes for online events: no need for all the bells and whistles. It's about knowledge, inspiration and networking.

A HOLY TRINITY

Three vital elements to make your event a resounding success



INSPIRATION

Give the visitors something new! Something amazing! Something outstanding! New food for thought, new words to live by. Arrange inspiring talks, workshops or facilitate meeting new people and let them share their experiences - all this helps to get the event remembered.



KNOWLEDGE

Learning something new is essential in getting that blown-away effect for your visitor. Hand them the knowledge to see new connections within their field, or teach them something once unknown to them. Leave visitors with things to think about, knowledge to share and points to ponder about in their daily lives.



NETWORKING

In the end, that's what people come for: the connections they can make. Meeting new people, sharing experiences and different stories. It's what we're good at and what we crave. So facilitate it!

How does all this contribute to an event being remembered? Let's first dive into memories:



THE INNER WORKINGS OF MEMORIES

HOW DOES SOMETHING GET REMEMBERED?

First, there's the biological process. At their core, memories are stored as electrical and chemical signals in the brain. Nerve cells connect together in certain patterns, called synapses, and the act of remembering something is your brain triggering these synapses.

Second, there's something called Short-Term Memory and Long-Term Memory. These distinguish the memories into things that are important tomorrow or next week and things that will be stored almost indefinitely, so you can remember it for quite some time.

GET IT INTO YOUR LONG-TERM MEMORY

Do you recall how you crammed for exams? Yep, most of that information got stored in your Short-Term Memory and did not make it to the Long-Term Memory storage. With your virtual or hybrid event you don't want that to happen, but rather you want to create an event that will be remembered forever. But what's what's needed to make it a long-term memory?

EMOTIONAL RESPONSE: DO EMOTIONS CREATE MEMORIES?

Yes, they do. At a biological level, certain hormones (like adrenaline) are triggered when we get emotional. This stimulates the storage of memory. This is not to say that you should poke your users to feel something, but rather: use the tools available to move them!

80% of people join virtual events for educational purposes, so use this incentive to inspire them. Teach them something new with an engaging speaker and inspiring content. Use the available features to trigger emotional responses and get your event remembered.

But, how does this work? Well, there's an interesting theory to support your gut feeling here:





THE DEFAMILIARIZATION EFFECT

Stories and things that are unfamiliar to us, or out of the ordinary, get remembered better. The effect of this can be found in Russian literature - yep, really. A long time ago, a Russian literary nerd named Viktor Shklovsky studied Tolstoj. He found that Tolstoj used events that were mundane or repetitive but gave it a weird twist or narrative aspect that shook up the reader. By implementing an element that made the otherwise familiar event seem strange or stand out, the paragraph became a vital element in the rest of the story.

Launch this into the 21st century and the theory still stands: is there something unexpected, or out of the ordinary? It will get remembered. You probably don't remember your daily cup of coffee, but what if your machine suddenly spewed out champagne? You'd start your day with a mimosa - sounds memorable to us!



**PS. DID YOU NOTICE
WHAT WE DID THERE?**

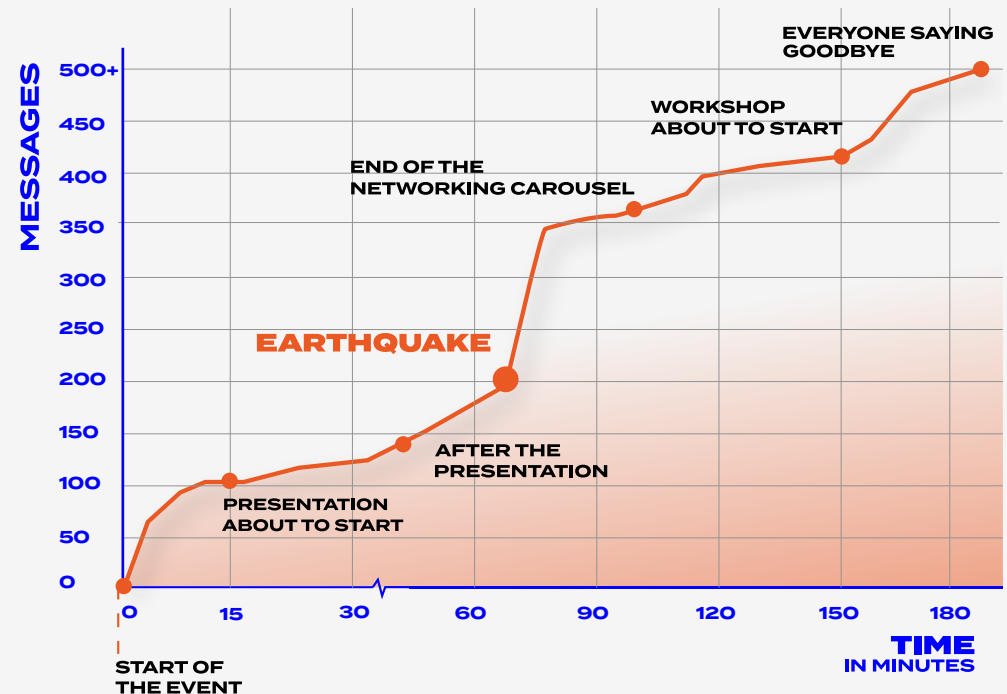


SHAKE IT UP

Energizers are a good way to reset the brain and get people to wake up from their familiar environment. It helps them to get engaged and actively comment on what is happening. Use the tools that are available in our platform like polls, questions and let them respond with emojis that fit their mood (whether that's a heart or a tomato - it's good to know how they feel!)

To show you what the impact of (literally) shaking things up can be, we did a small test with our Earthquake feature. The premise is simple: in the middle of the event, you flick a switch and all the elements on the screen will vibrate, crack and tumble to the bottom of the screen. We've collected data on one of our expert session events to track how many messages were sent in the lobby chat during the event. You can see that there's a spike in the

beginning, when everyone greeted each other in the lobby and waved. The number of messages drops when the first session starts, and has a little glare up once there's a break. But see what happens: we shook things up with our earthquake feature right here. It created the biggest peak in interaction since the start of the event!

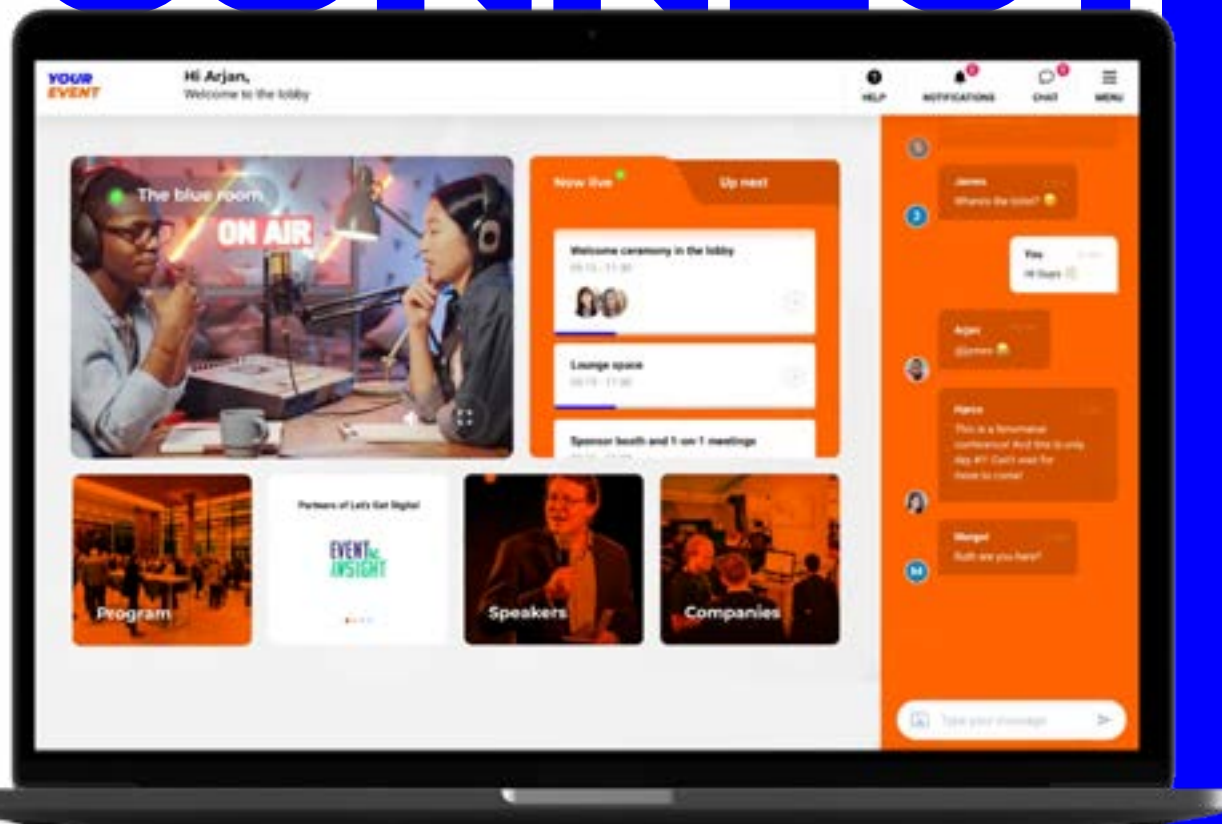




SHARED EXPERI- ENCES

Sharing experiences will help create a memorable event, because it will always be something that connects the visitors that were there. Speaking of connections: it's one thing to let your event stand out and be remembered, but sometimes your visitor needs a small reminder about who they've seen or who they've talked to.

CONNECT



We're looking to get in touch with others, share our stories and create new experiences. Curiosity can be triggered by others who have new things and different stories to tell. Once again, you're confronted with something you're not familiar with, which results in a healthy dose of curiosity and helps you remember the person you spoke to. Usually, you remember a quirky detail about them, or something they said that triggered your thoughts to go in a different direction.

With Let's Get Digital you help your visitors to remember - with a small nudge. They get a great report on who they've spoken to on our platform which extends the impact of your event and allows its memory to settle down comfortably into that lovely armchair in the long-term living room of their brain!

CREATE FIREWORKS!

Alright - hopefully you've got a clear vision of what's important so that you get your event remembered.

We promise that if you do this well, you'll see growth in the visitor numbers and become the talk of the town!

Need some help creating fireworks? Memorable experiences? Let's Get Digital is here for you. No matter the size, audience or subject: we keep improving your events by shaking things up and amplifying the event experience.

**WE FACILITATE WORLDS LEADING (VIRTUAL)
EVENTS, BY BRINGING TOGETHER...**



... the right people



... in the right place



... at the right time

**THROUGH AN UNCONVENTIONAL AND
EXCEPTIONAL EVENT EXPERIENCE THAT
GETS REMEMBERED, WITH A POSITIVE
IMPACT ON PEOPLE AND PLANET.**

**ARE YOU
READY TO
BLOW THEM
AWAY?
WE'RE HERE
FOR YOU!**

[Get in touch](#)