

ink factory

THE EVENT PLANNER EXPO 2023





INK FACTORY'S ENGAGEMENT BOARD

We asked attendees: What are you most excited about, and what are your biggest challenges?

Our artists visualized the answers throughout the afternoon and evening on the trade show floor. Do you see your answer?

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Ink Factory at The Event Planner Expo

This year, Ink Factory showcased our real-time visual notes during the Educational Speaker Series at 92NY and on the trade show floor at our booth.

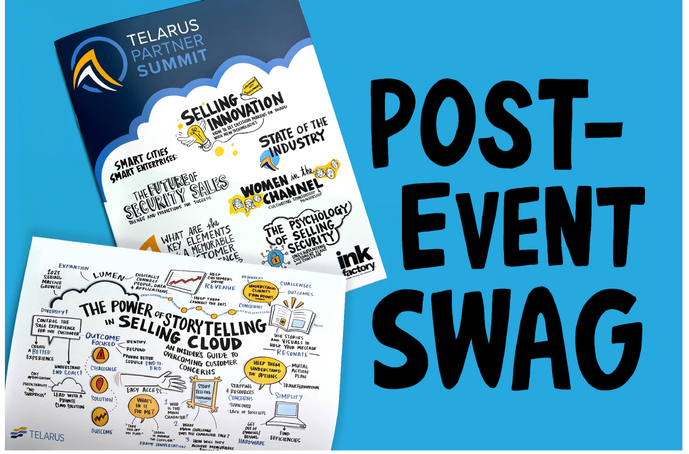
Ink Factory is your visual event partner. We draw visual notes, create illustrated presentations, animated explainer videos, teach visual team building workshops, and so much more.

To find out why we're the secret sauce of the world's top brands, reach out now to see how our artists can help elevate your next event.

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LIVE VISUAL NOTES

Our artists listened and drew visual summaries of each Speaker Session discussion on Wednesday.

30-minute talks share one board, and featured keynotes, which were an hour long, have their own dedicated board.

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ENTERTAINMENT TRENDS

GETTING CREATIVE WITH YOUR EVENT ACTIVATIONS AND ENTERTAINMENT

BE CREATIVE

UNKNOWN ELEMENT

TRENDS

SIMPLE AND CREATE NEW THINGS
- DON'T THINK TOO MUCH

EVERY LITTLE THING MATTERS

CUSTOMIZATION
- BARGAINING
- CUSTOM BUILDS

DON'T GET STUCK

GREAT! ELECTRONIC

IMMERSIVE EXPERIENCES

A.I.

PHOTO ACTIVATIONS

NEXT LEVEL

FEAR BUCKET

WALK AWAY W/A REAL SENSE OF ACCOMPLISHMENT

BUDGETS DICTATE THE ACTIVATIONS

YES, AND

KEEP UP W/ TECHNOLOGY

PITFALL... SET UP TIME

HYBRID + REMOTE

NEVER GOING AWAY

LIVE ACTS! CIRQUE du SOLEIL

CHALLENGING

SMALL GROUPS

CREATIVE WAY TO SERVE DRINK + FOOD!

LESS IS MORE

CONNECT!

EMOTIONAL

LASTING IMPRESSIONS

INTANGIBLE

BRING BACK THOSE PERSONAL MOMENTS!

EMOTIONAL CONNECTIONS

MAKE THEM UNCOMFORTABLE

TAKE ACTION - SMALL STEPS

COMMUNICATE

ALWAYS MOVING

ENJOY THE JOURNEY

HAND-HOLD THE TECH / A.I.

FOLLOW YOUR FEARS

LOGISTICS (HEART BEAT)

DON'T BE SCARED!

TECH TRENDS

TECH TRENDS TO KNOW FOR 2024 AND BEYOND

LINKEDIN

THERE IS A LOT OF CHOICE

CANVA

SOCIAL MEDIA

PERSONAL BRAND

GROW

POWER IN SOCIAL MEDIA...
- TEST THE WATERS

MONDAY.COM
- LEVERAGE IT

PROJECT MANAGEMENT

SLACK

ASANA

CHATGPT

RUN OF SHOW

CHANGE THE WAY YOU ARE THINKING

HELP US AND OUR CLIENTS ENVISION THE POSSIBILITIES

PROVIDES SPEED...!

TECHNOLOGY WILL CHANGE THE EVENTS WORLD

DON'T FEEL THREATEN

NEW WAYS TO SHOWCASE EXPERIENCES

SHARE NEW IDEAS

PUSH

INNOVATION

AI

SAVE TIME & MONEY

- MID JOURNEY

ASK THE RIGHT QUESTIONS

AR - AUGMENTED REALITY

VR - VIRTUAL REALITY

ACCESSIBLE!!
- BE SOLUTION ORIENTED

STAY CURIOUS
- DON'T BE SCARED

MAKE YOUR LIFE EASIER

CUSTOMIZE FOR YOUR BUSINESS

TECH STACKING

THERE IS ALWAYS A TECH SOLUTION

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BUSINESS

STAND OUT FROM THE COMPETITION



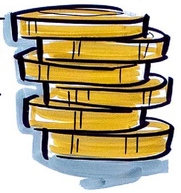
FOCUS ON SOMETHING YOU ARE GOOD AT

"NICHE" — CLIENTS — SERVICES

KEEP LOOKING FOR BUSINESS IN YOUR EXPERTISE

THEY WILL UNDERSTAND THE VALUE

CULTIVATE VALUE



PERSONAL BRAND



WHAT DO YOU WANT TO BE ASSOCIATED WITH?

RELATIONSHIPS
- CONNECTIONS



- PRICELESS

LOOK FOR SOMEONE THAT DOES IT BETTER

PARTNER



BUILD RELATIONSHIPS OVER TIME...



ACTIVE LISTENING

- GENUINE
- DON'T BE FAKE

BUILD A RAPPORT



FIND LIKE-MINDED FOLKS

NURTURE THOSE RELATIONSHIPS



JUST ASK FOR WHAT YOU NEED

TELL ME ABOUT YOURSELF

WHAT ARE MOST EXCITED ABOUT?

MENTORSHIP

BE A CATEGORY OF ONE

- BUILD A COMMUNITY
- THIS IS DIFFERNT THAN AN AUDIENCE
- STRATEGY PARTNERSHIPS

REFERRALS

SHOW THEM!!

- OVER DELIVER
- WOW
- AUTHENTIC

AUTHENTICITY

- BE VULNERABLE

MARKETING & BRANDING

EFFECTIVE MARKETING STRATEGIES TO GROW YOUR BUSINESS

SHOW UP EVERY DAY

MARKETING CHANNEL THAT WORKS FOR YOU



GREAT BRANDS MAKE A PROMISE

- CLEAR
- DIRECT
- STRAIGHT FORWARD



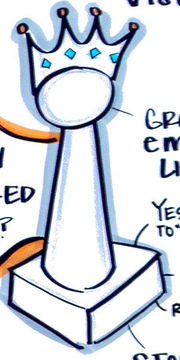
COLLABORATE

CREATE AMBASSADORS

ALL ABOUT THE VISUALS

ONE STRATEGY THAT WORKED FOR YOU?

DON'T GET TIED TO THE OUTCOME



- GROW email LIST
- YES! TO "LIVES"
- REELS ↓ REMIX
- STORY-TELLING

EVERYONE HAS A STORY

PEOPLE WANT TO SEE THEMSELVES

PEOPLE RELATE!

GET THE REACTION

BE TRUE TO YOUR BRAND

BE PRESENT

WHAT IS GETTING YOU BUSINESS?

LEARN TO SAY NO

KNOW YOUR TARGET AUDIENCE

BOLD PROMISES

SAY YES

-AND FIGURE IT OUT...

ALIGNMENT

TWO SCHOOLS OF THOUGHT

BUILD THE HYPE

CULTURALLY CONNECT



WHO'S THAT QUARTERBACK

YOU CAN'T BE EVERYTHING TO EVERY ONE!

BUILDS TRUST

RECOMMEND SOMEONE ELSE

JUST KEEP YOUR PROMISES

-DON'T OVER PROMISE AND UNDER-DELIVER

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CONCEPTS & DESIGNS

HOW TO FIND CREATIVE INSPIRATION FOR YOUR EVENTS



CORPORATE

WHAT CORPORATE LOOKS FOR WHEN PLANNING AN EVENT



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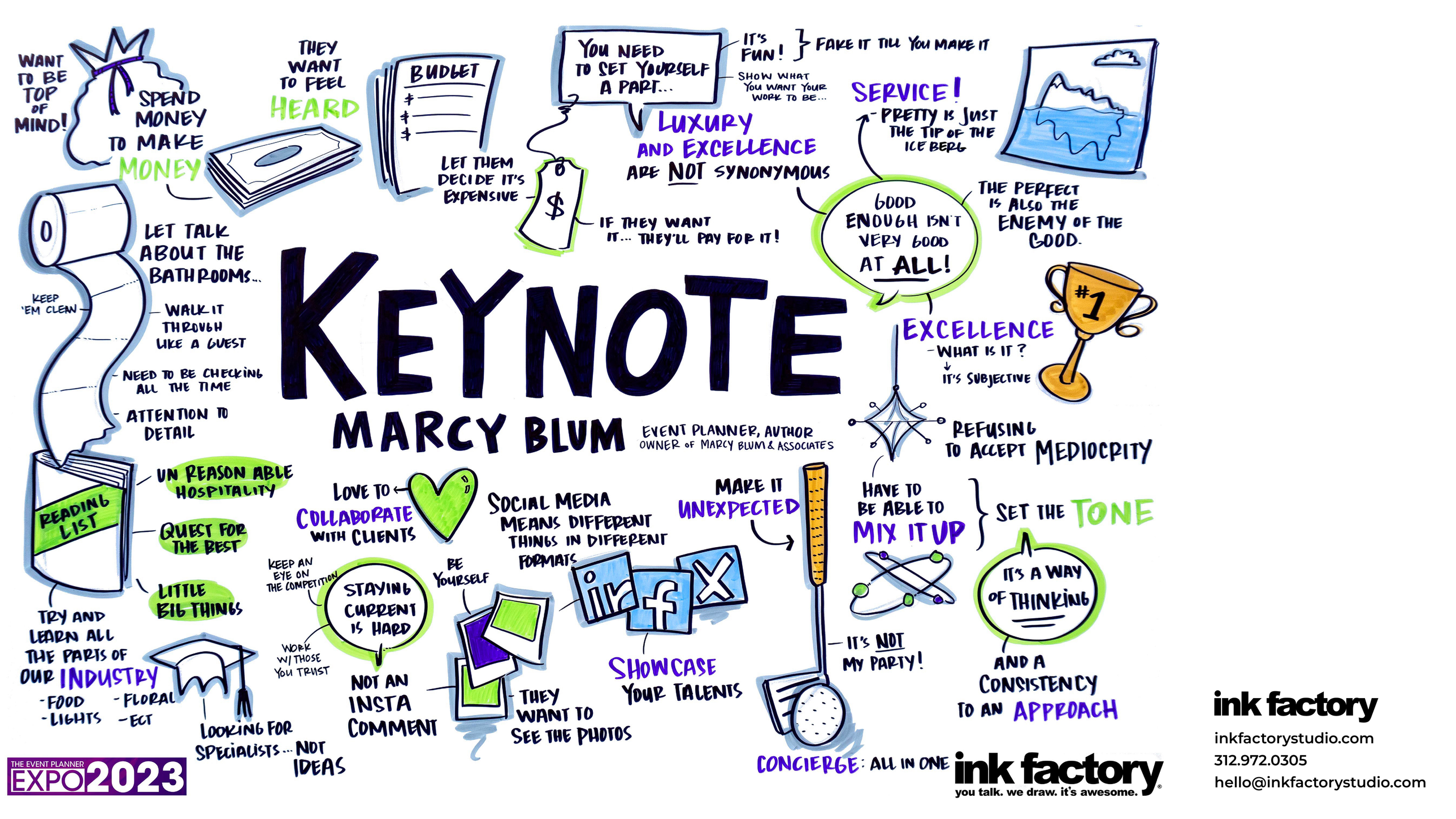
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Share the visual notes from the Event Planner on social media!

We'll be uploading the visual notes in shareable formats to our platforms soon, so you can re-share with your audience. Be sure to follow us so you don't miss it!

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