

Omnichannel

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It's not your event that's omnichannel—it's your organization. Start thinking about how to organize, distribute, and personalize content across channels, not lines of operation.

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You have to know the I am, I want, Because, and I will for each audience with a level of specificity and foresight.

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Trends point to a new era of whenever/wherever content, connection, and commerce. Discoverability of ideas, people, and products will be the expectation no matter the channel.

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Data is the currency of the omnichannel world. In exchange for better personalized experiences, audiences pay with their information.

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Sponsorship packages should include both concrete and pixels. A digital banner is more valuable because I can see exactly who clicked on it.

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The accelerated future of remote work separates people from their peers and creates new desire and opportunity to find solutions. Your organization might be one of the most important sources of trusted information available.

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Events are a team sport—don't go it alone. We have always relied on partners to help produce events, from venues, to AV production, to show floor management. Whether digital or in-person, partners will be needed to help create the desired experience.

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In general, content is getting shorter and more authentic. We've grown used to the intimacy of digital channels and engaging with speakers as if we were sitting across the table from them. But there is still a time and place for bigger budget production.

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The people consuming your content may not be members—be sure to create a space for interested parties to engage.

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Only the groups that master working together in intentional ways, across silos and artificial boundaries, will survive.