

# UNLOCKING THE FUTURE OF CONTENT

**INNOVATIVE STRATEGIES FOR  
GLOBAL EVENT ENGAGEMENT**

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DEBATE

# UNLOCKING THE FUTURE OF CONTENT

INNOVATIVE STRATEGIES FOR  
GLOBAL EVENT ENGAGEMENT

**Live events, whether IRL, online or hybrid, remain one of the most impactful ways to bring brands closer to their audiences.**

As a result, brands are focusing their efforts on delivering unique moments and experiences that deliver impact, change behaviour, align values and create belief.

However, with audience attendance and attention at an all time low, the impact of an event and the surrounding campaign is only as strong as the content it delivers. In reality, brands are no longer just competing with other brands, but also entertainment properties, social media and millions of other messages, all fighting for human attention.

So in the age of social content and AI: how do brands create content that doesn't just wrestle for their audience's attention, but creates lasting impressions, drives engagement and shifts behaviours?

We brought together behavioural experts and brand and event leaders from the likes of PwC, Behave and Dentons, and explored the evolution of content format, content consumption and the changing role that content plays in live events and experiences. Find our key takeaways here...



**EVOLVING  
HUMAN  
BEHAVIOURS**

**AUDIENCE  
ENGAGEMENT &  
CONSUMPTION**

**AUDIENCE  
PREFERENCES**

**MEASUREMENT &  
IMPROVEMENT**

**INCLUSIVITY  
IN CONTENT**



## UNLOCKING THE FUTURE OF CONTENT



Lea Karam's keynote from Behave highlighted the importance of behavioural science in understanding audience interactions and creating relevant content, emphasising the need for concise, engaging, and inclusive marketing strategies that leverage both predictive AI and human interaction. She stressed the importance of authenticity, audience mapping, and internal influencers for building trust and engagement. Key takeaways:

Lea Karam,  
Consulting  
Director  
**Behave**

CONSIDER  
YOUR USE OF  
LANGUAGE DON'T  
REINFORCE  
NEGATIVITY,  
CHOOSE POSITIVE  
WORDS

BALANCE  
CONTENT CURATION  
AND DIVERSITY OF  
THOUGHT

CRAFT BRAND  
PERSONALITY WITH  
QUICK WINS LIKE  
BEHAVIOURAL  
COPYWRITING

LONG FORM  
CONTENT IS NOT  
DEAD - USE IT  
ALONGSIDE SHORT  
FORM

DON'T SKIP  
AUDIENCE  
MAPPING &  
COMMUNITY  
BUILDING

LEVERAGE  
EMERGING TECH  
TO FIND  
COMMUNITIES &  
BUILD CONTENT  
STRATEGIES

“ TECHNOLOGY FACILITATES ENGAGEMENT, BUT HUMAN INTERACTION DRIVES DECISION ”



## THE CHANGING MARKETING LANDSCAPE: IT'S NOW A LOOP, NOT A FUNNEL

The marketing landscape has evolved into a loop where stages like awareness, purchase, discovery, and consideration occur simultaneously, requiring marketers to engage consumers within their psychological and behavioural ecosystems using advanced tools and data.

Emotional AI aids in analysing audience conversations and emotions for targeted communication, making new technology and insights crucial for finding behavioural segments and resonating with communities. Key takeaways:

THE MARKETING  
FUNNEL IS NOW A  
LOOP WITH  
SIMULTANEOUS  
STAGES

ENGAGEMENT  
REQUIRES  
UNDERSTANDING  
AUDIENCE  
BEHAVIOUR &  
PSYCHOLOGY

NEW  
TECHNOLOGIES  
AND DATA ARE  
CRUCIAL FOR  
TARGETED  
MARKETING

EMOTIONAL  
AI CAN ANALYSE  
AUDIENCE  
CONVERSATIONS  
AND EMOTIONS

**“ EFFECTIVE CONTENT MUST ALIGN WITH THE AUDIENCE’S  
PASSION POINTS ”**





**JOANNA LAMONTAGNE**  
HEAD OF CREATIVE  
EXPERIENCES  
**PwC**



**CARLY SAINTY**  
GLOBAL BRAND  
OFFICER  
**DENTONS**



**MARIA TSIERKEZOS**  
HEAD OF PARTNERSHIP &  
PORTFOLIO MARKETING  
**LEADING BRITISH  
TELECOMS PROVIDER**



**MATT COLE**  
EXECUTIVE CREATIVE  
DIRECTOR  
**STRATA**



## EVOLVING HUMAN BEHAVIOURS: B2B V B2C, CONTENT OVERWHELM, LOW ATTENTION SPANS & CONTENT THAT ENGAGES

The debate on audience preferences emphasised managing content overwhelm, diversifying formats, personalising experiences, and facilitating hybrid engagement to keep audiences engaged and foster meaningful connections. It highlighted the importance of clear content objectives, human stories, and an emotional 'hook' for maximising engagement. Key takeaways:

INCORPORATE  
"PATTERN  
INTERRUPTS" TO  
MAINTAIN INTEREST  
& ENGAGEMENT

SCHEDULE &  
DELIVER CONTENT  
INTENTIONALLY TO  
PREVENT AUDIENCE  
EXHAUSTION

BREAK EVENTS  
INTO IMPACTFUL  
SEGMENTS &  
FACILITATE HUMAN  
CONNECTIONS

HUMAN STORIES &  
EXPERIENCES TO  
CREATE A DEEPER  
CONNECTION WITH  
AUDIENCES

**“ PERSONALISATION IS KEY TO BEATING CONTENT OVERWHELM. USE TECHNOLOGY TO TAILOR CONTENT TO THE AUDIENCE’S INTERESTS AND NEEDS ”**

CARLY SAINTY  
DENTONS





## AUDIENCE PREFERENCES: CONTENT FORMATS, RECYCLING CONTENT, COMMUNICATION OF COMPLEX CONTENT & HYBRID ENGAGEMENT

The debate explored strategies for optimising content creation and delivery in events, focusing on audience preferences, content recycling, and hybrid engagement. It emphasised repurposing content to maximise ROI, tailoring formats to diverse needs, and innovatively engaging both in-person and virtual attendees to enhance engagement and meet business objectives.

UTILISING  
GAMIFIED FORMATS  
MAKES IT EASIER TO  
COMMUNICATE  
COMPLEX  
INFORMATION

VIEW EVENTS AS  
PART OF A BROADER  
CAMPAIGN RATHER  
THAN STANDALONE  
OCCURRENCES.

SHORT,  
INTERACTIVE  
CONTENT IS OFTEN  
MORE EFFECTIVE  
THAN LONG  
PRESENTATIONS

SHOWING THE  
LONG-TERM VALUE  
OF CONTENT CAN  
JUSTIFY BUDGET  
EXPENDITURES

**“ WHEN WE’RE TALKING ABOUT ABSORBING INFORMATION, INTERACTIVITY IS MORE EFFECTIVE THAN LISTENING ALONE. ”**

MATT COLE  
STRATA





## AUDIENCE ENGAGEMENT & CONSUMPTION TRENDS: NEW TECH, AI FOR MARKETING CONTENT, AUDIENCE PARTICIPATION

Our discussion highlighted the importance of leveraging new technologies and AI to enhance audience engagement and participation while maintaining authenticity through human interaction. Additionally, we explored how technologies like QR codes and Beacons enable personalised and convenient content consumption.

TECH CAN  
ENHANCE  
ENGAGEMENT &  
PROVIDE DATA,  
BUT SHOULD  
COMPLEMENT, NOT  
REPLACE, HUMAN  
INTERACTION

A COMBINATION  
OF AI-GENERATED  
CONTENT & HUMAN  
INTERACTION IS KEY  
TO EFFECTIVE  
COMMS

NEW TECH CAN  
ENHANCE AUDIENCE  
PARTICIPATION  
PROVIDING  
INTERACTIVE &  
PERSONALISED  
EXPERIENCES

TECH CAN HELP  
BUILD PERSONALISED  
JOURNEYS FOR  
EVENT ATTENDEES  
BASED ON THEIR  
INTERESTS &  
PREFERENCES

“ I FOCUS ON BUILDING THE DATA AROUND ATTENDEE PREFERENCES SO I CAN CRAFT PERSONALISED JOURNEYS FOR THEM AT EVENTS. GATHERING DATA FROM THESE CAN PROVIDE VALUABLE INSIGHTS FOR FUTURE EVENTS, AIDING OUR STRATEGIC ”

CARLY SAINTY  
DENTONS



## MEASUREMENT & IMPROVEMENT: EFFECTIVE METRICS, CONSUMPTION PATTERNS, CONTENT CAPTURE & OUTPUT & PERSONALISATION

Our debate explored effective metrics and tools for measuring engagement and consumption, observed consumption patterns, and identified cost-effective methods for content capture and output. We emphasised the importance of tailored metrics, internal resources, and the role of technology and personalisation in enhancing event engagement and content effectiveness.

SUPPORT  
LONG-FORM  
CONTENT WITH  
'SNACKABLE' CONTENT  
FOR MAXIMUM  
ENGAGEMENT

INFORMAL  
ATTENDEE  
FEEDBACK, SUCH AS  
CONVERSATIONS AT  
THE BAR, PROVIDES  
VALUABLE

INTERNAL  
INFLUENCERS ARE  
MORE AUTHENTIC &  
LESS RISKY THAN  
EXTERNAL  
INFLUENCERS

USE EMERGING  
TECH, SUCH AS  
FACIAL RECOGNITION,  
TO HELP MEASURE  
ENGAGEMENT &  
PERSONALISE

“ FIND A FORMAT WHERE YOU CAN OFFER OPPOSING VIEWS, DIFFERENT PERSPECTIVES, REALLY TRY AND PUSH THAT, BECAUSE IT'S A GAME CHANGER. ”

JOANNA LAMONTAGNE  
PwC

## INCLUSIVITY IN CONTENT: PROCESSES, NEURODIVERSE AUDIENCES, STRATEGIES & AVOIDING STEREOTYPES

Inclusivity in content is crucial, requiring detailed processes, strategic measures, and avoidance of biases, with content managers playing vital roles in addressing diverse community needs. Effective strategies involve significant research, considering neurodiverse audiences, budget constraints, and diverse viewpoints to enhance the overall experience and foster inclusivity.

TAILOR CONTENT  
& EVENTS TO  
CULTURAL  
PREFERENCES &  
DIVERSE AUDIENCE  
NEEDS

PROVIDE  
QUIET SPACES &  
PRE-PREPARATION  
OPPORTUNITIES TO  
ACCOMMODATE  
NEURODIVERSE  
INDIVIDUALS

HIGHLIGHT  
TRAILBLAZERS &  
PROMOTE SOCIAL  
MOBILITY THROUGH  
INCLUSIVE AWARDS  
& RECOGNITION

OBTAIN DIVERSE  
VIEWPOINTS AND  
FORMAT CONTENT  
TO CATER TO  
DISABILITIES.

**“ PART OF WHAT WE’RE TRYING TO DO IS CHANGE MINDSETS AND BEHAVIOURS, AND BEING ABLE TO CREATE AN ENVIRONMENT THAT IS THE MOST POSITIVE EXPERIENCE FOR EVERYONE ”**

MARIA TSIERKEZOS  
LEADING BRITISH TELECOMMS  
PROVIDER



# LET'S CHAT

Leveraging insight, strategy and creative expertise, Strata maximises value through integrated solutions. Making client budgets work harder while crafting meaningful connections. No compromise – just unforgettable moments that matter.

To make your audience feel like they're part of something extraordinary, get in touch.

[giles.cattle@stratacreate.com](mailto:giles.cattle@stratacreate.com)