

# Brand Experiences

**valentin  
vacarus**

**PR academy**

**27 martie**



# HIGH PERFORMING TEAM

## MOTIVEAZA

---

ENJOY

PURPOSE

PROGRESS

## POT DEMOTIVA

---

BANII

FRICA

INERTIA

Europe's best independent  
live-experience agencies.

27  
NAMES

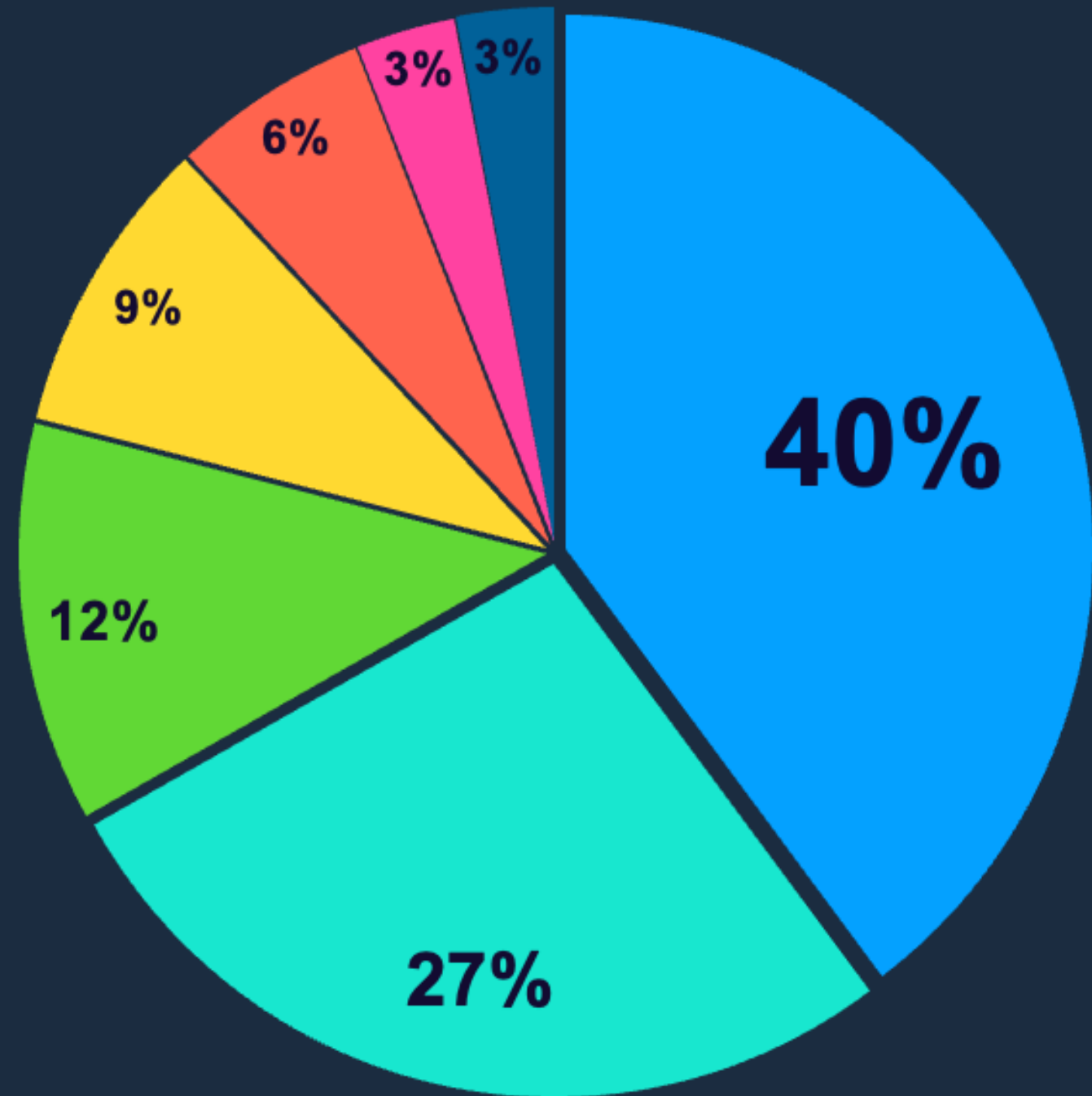


Europe's best independent  
live-experience agencies.

27  
NAMES



**“WHAT ARE THE BIGGEST CHALLENGES YOU ARE  
FACING WITH EVENTS GOING INTO 2025?”**



40% - BUDGET REDUCTIONS

---

27% - STAFFING AND RESOURCE

---

12% - INNOVATION

---

9% - LEAD TIMES

---

6% - CULTURE

---

3% - TRAVEL AND LOGS

---

3% - HYBRID / ENGAGEMENT

---

Europe's best independent  
live-experience agencies.

27  
NAMES



**WHAT IS YOUR BIGGEST CHALLENGE RIGHT NOW  
WHEN IT COMES TO YOUR CAREER?**

# WHAT IS YOUR BIGGEST CHALLENGE RIGHT NOW WHEN IT COMES TO YOUR CAREER?

1 Confidence/  
Imposter  
Syndrome

2 Industry  
knowledge/  
insight

3 Burn out/  
Stress  
Management

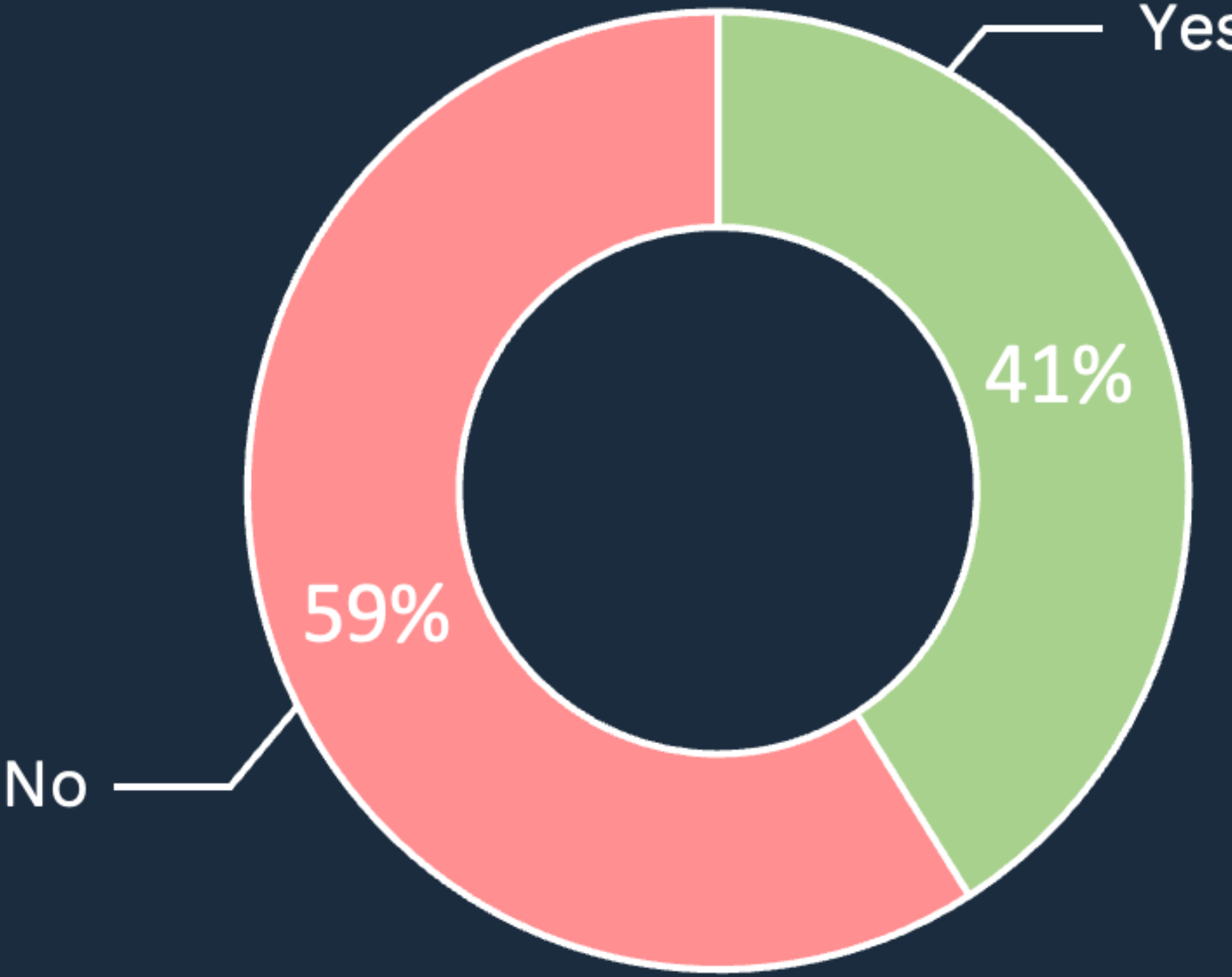
4 Negotiation &  
presentation  
skills

5 Leadership

6 Work life  
balance

7 Problem  
Solving

**HAVE YOU BEEN PROVIDED WITH ADEQUATE TRAINING & DEVELOPMENT IN ORDER TO FULFILL YOUR CURRENT ROLE FULLY?**





# ROI EVENTS

An iceberg floating in a clear blue ocean under a bright blue sky with scattered white clouds. The visible tip of the iceberg is small and jagged, while the much larger submerged part is smooth and rounded. The water surface is slightly rippled.

**EXPERIENCE**

**FAIL**

**EVENTS**

An iceberg floating in a blue ocean under a blue sky with white clouds. The visible tip of the iceberg is small, while the much larger submerged part is hidden below the water line. The water is clear and blue, and the sky is bright with scattered clouds.

EXPERIENCE  
**CONCEPT**

SAFETY  
FLOWLESS

EVENTS

# POHODA - 2024 - SLOVAKIA

---

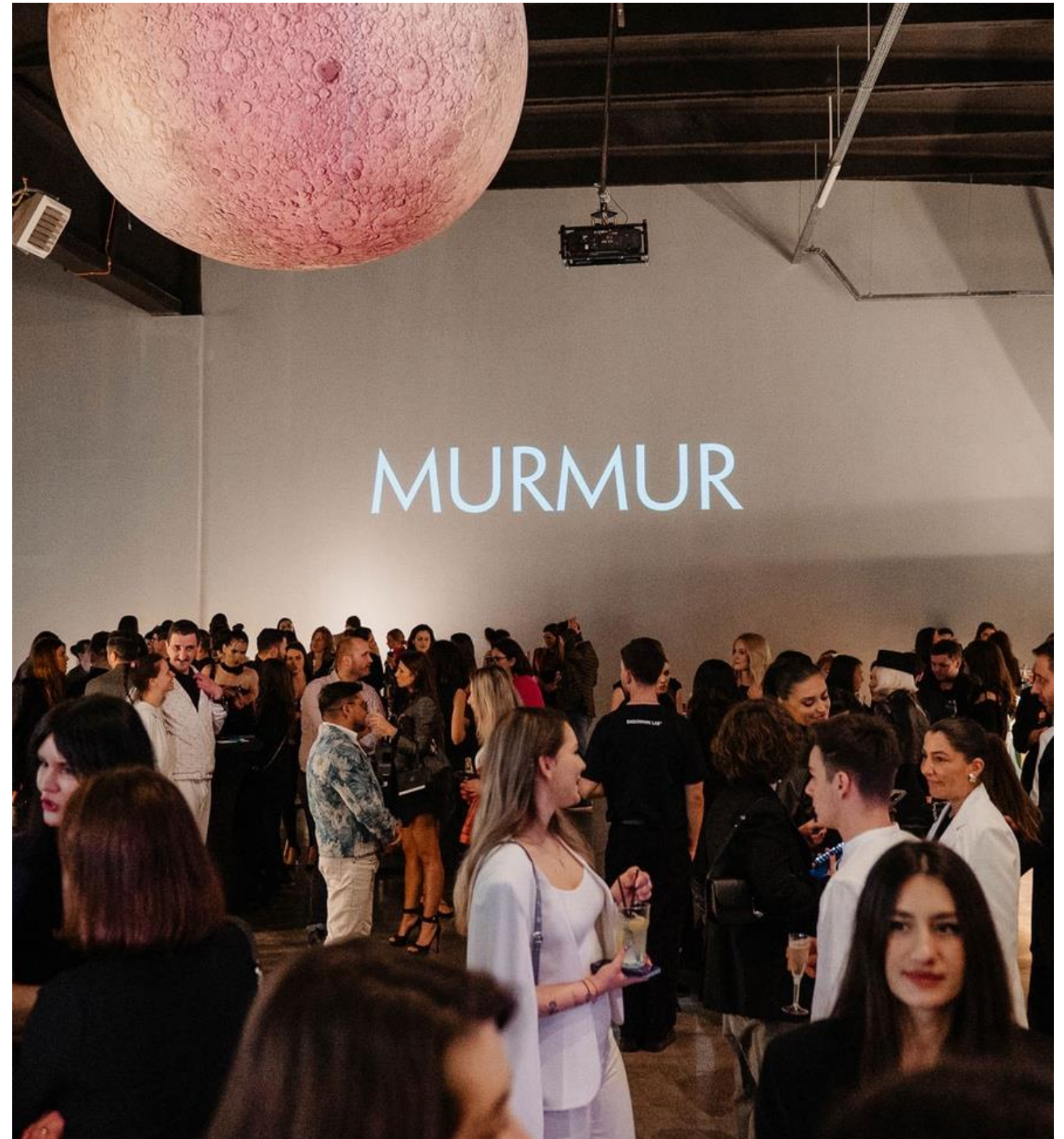


# SAFETY FIRST





# FLAWLESS





unplug



Google store

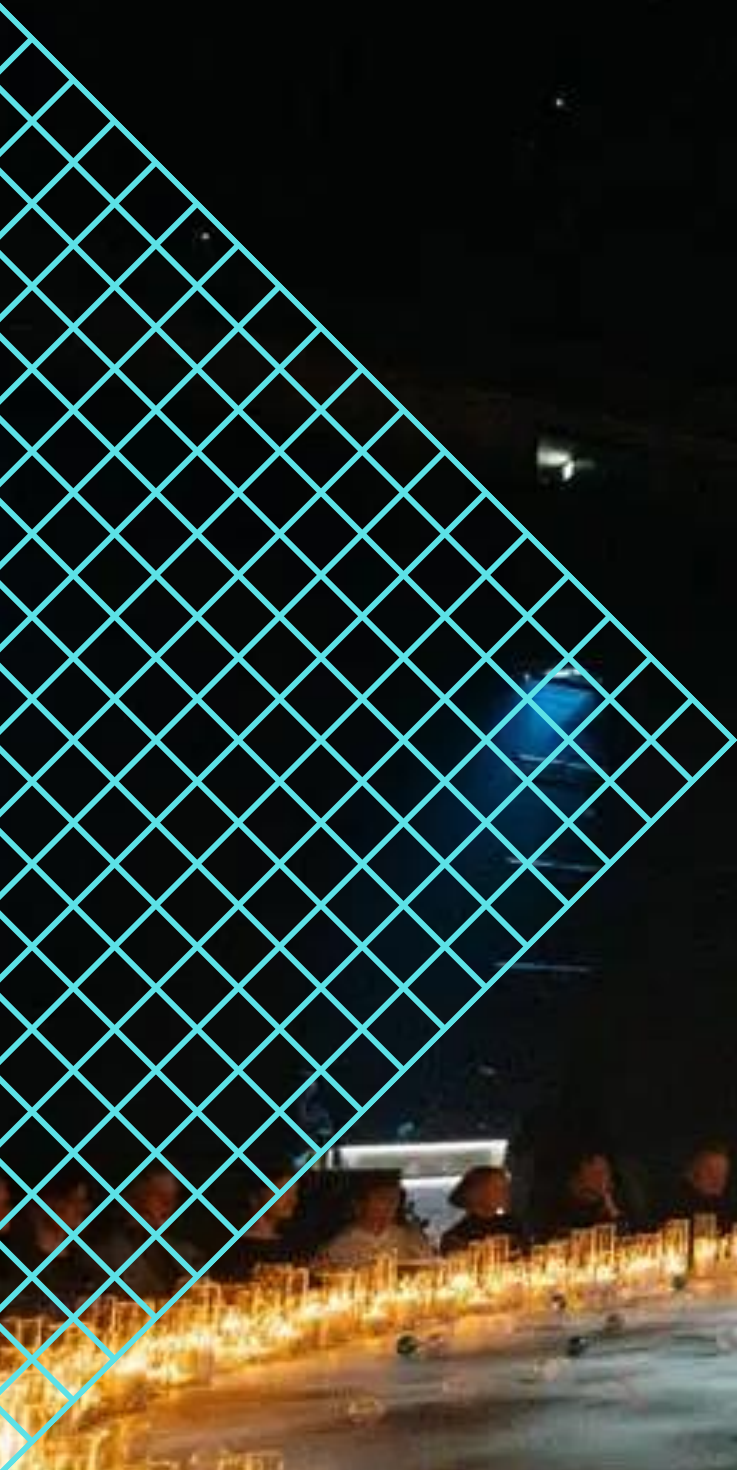


scoala lui mos craciun

CONCEPT



# TIME MACHINE





2024 – Life

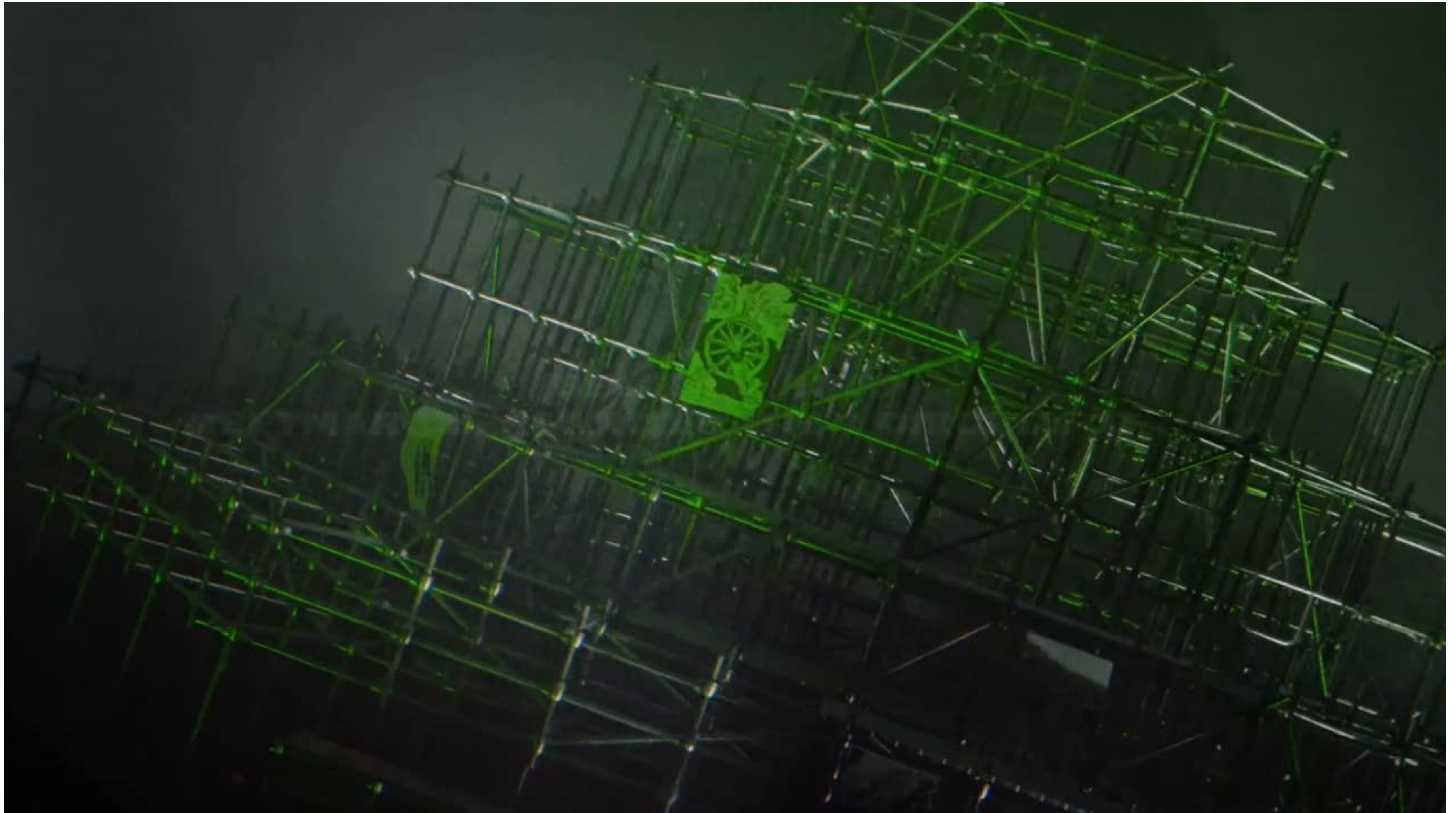


The Book of Wisdom - 2019

2023 – Adscendo



CONCEPT



- 1. DE CE ORGANIZĂM EVENIMENTE? SENSUL ȘI REZULTATELE SUNT ESENȚIALE**
- 2. INTELIGENȚA ARTIFICIALĂ LA MOMENTUL 2.0**
- 3. CONEXIUNILE DEVIN MAI IMPORTANTE DECÂT CONȚINUTUL**
- 4. SUSTENABILITATEA DEVINE O CERINȚĂ, MĂSURABILITATEA LA FEL**
- 5. GEN Z: MOTORUL SCHIMBĂRII ÎN MARKETINGUL EXPERIENȚIAL**
- 6. INCLUZIUNEA: MAI MULT DECÂT UN TREND, O NECESITATE**

10%


amprenta de  
carbon este  
generata  
de  
events



SUSTAINABILITY



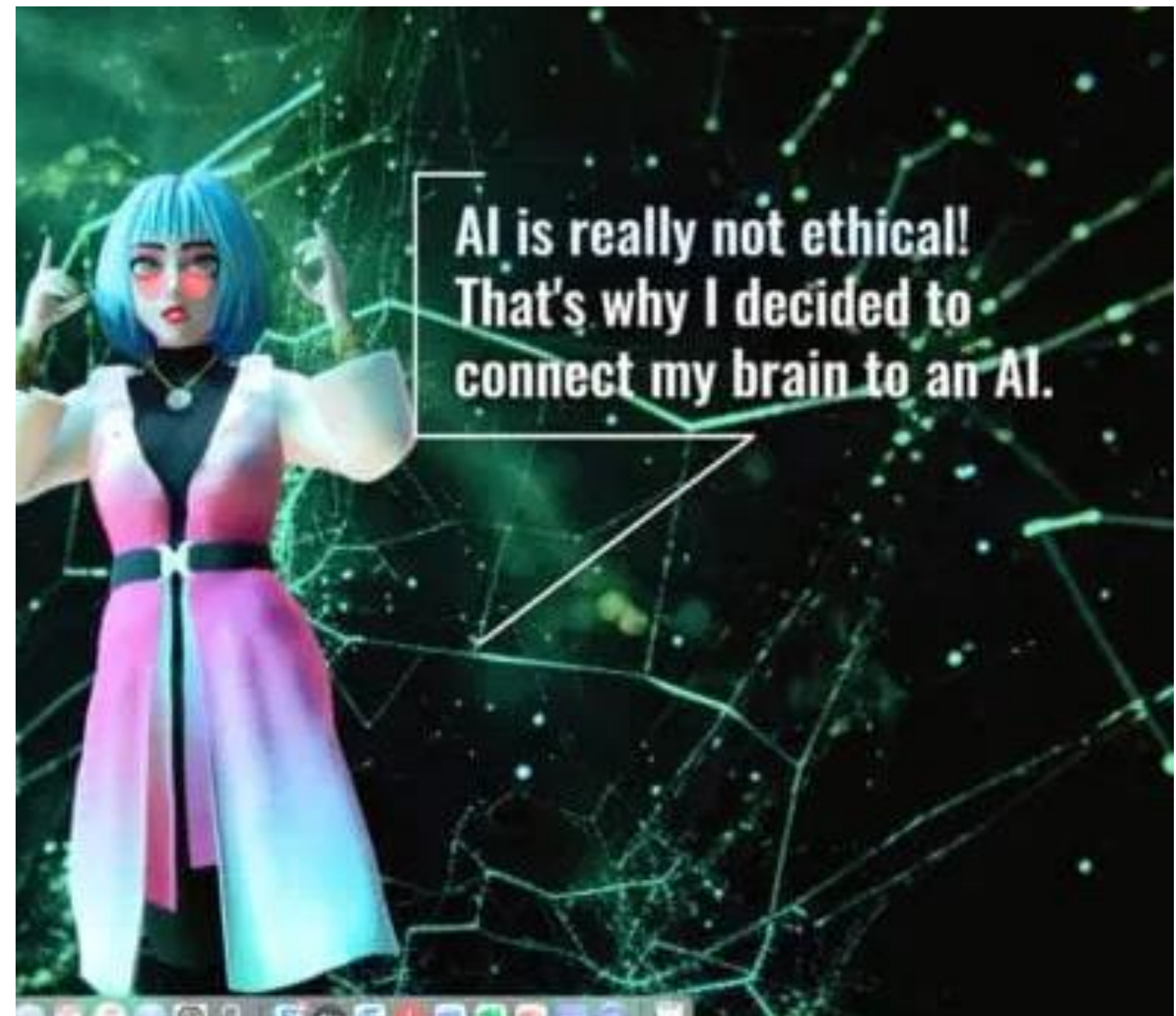
**SUSTAINABILITY**

An aerial night view of a city with a prominent green light effect over a central building. The text is overlaid on the image.

**Que convida você a repensar sua relação  
com os espaços urbanos  
de uma maneira mais sustentável**

# AUSTRIA FAIR TURISM













# AI 2.0





# MASTER OF ART

# PLANNING EVENTS FOR

|  | <br>Gen X | <br>Millennials | <br>Gen Z |
|--|--|--|--|
|  <b>Event Marketing</b>     | Traditional Email Channels   | Social Media Heavy   | Short-Form Video   |
|  <b>Communication Style</b> | Email Updates  | Push Notifications   | Real-Time Social   |
|  <b>Registration Timing</b> | Early Planners   | Last-Minute Decisions  | YOLO Decisions   |
|  <b>Registration Form</b>   | In depth   | Max 3 screens  | Name, email, payment   |
|  <b>Session Length</b>    | 60 Minutes Acceptable  | 30 Minutes Maximum   | 20 Minutes Maximum   |
|  <b>Content Type</b>      | Formal Presentations   | Mixed Media  | Short Videos   |
|  <b>Learning Style</b>    | Lecture Based  | Interactive Workshops  | Peer-to-Peer Learning  |
|  <b>Type of Speakers</b>  | Industry Experts   | Peer Presenters  | Content Creators   |
|  <b>Content Access</b>    | In-Person Only   | Hybrid Access  | On-Demand Expected   |

# PLANNING EVENTS FOR



Gen X



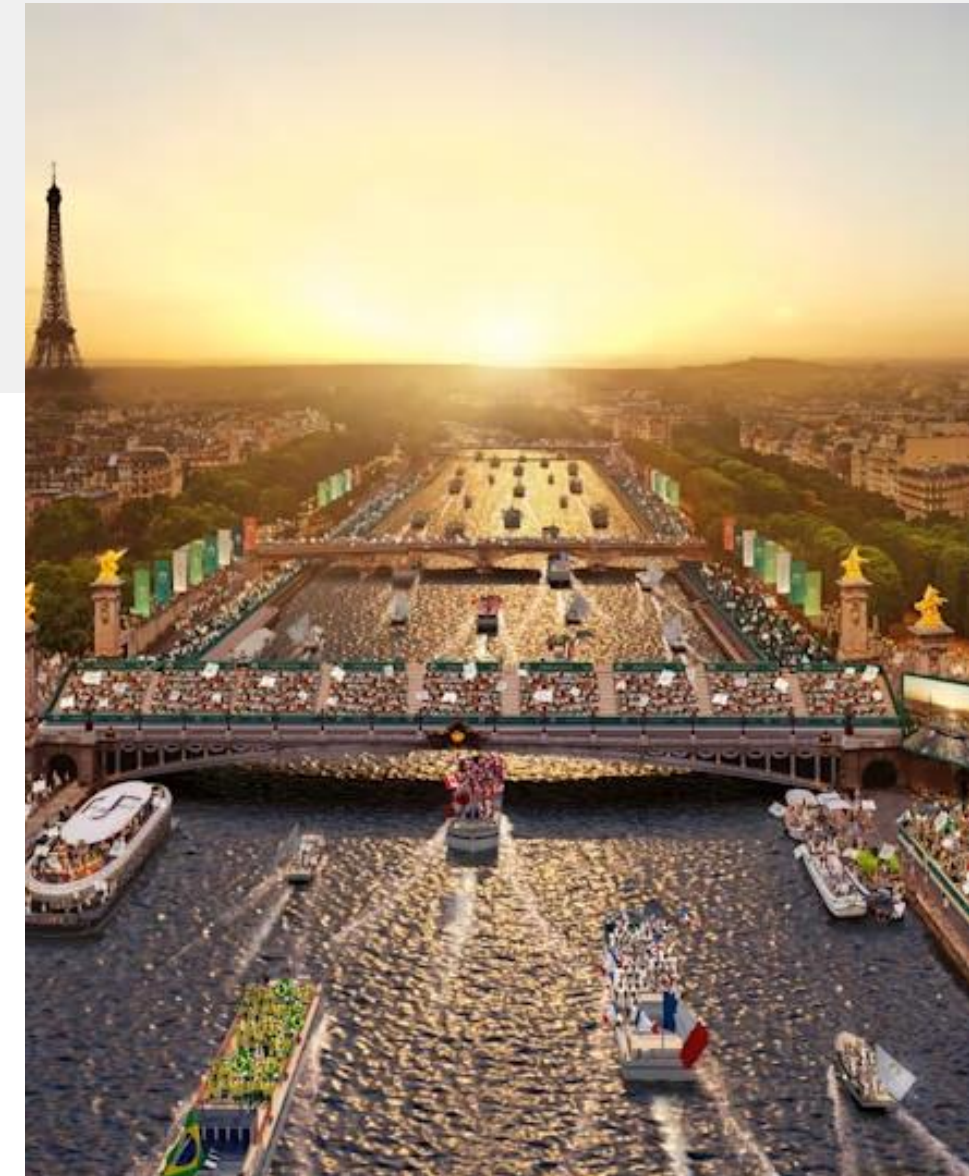
Millennials



Gen Z

|  | Gen X                        | Millennials               | Gen Z                      |
|--|------------------------------|---------------------------|----------------------------|
|  <b>Event Format</b>          | Traditional Conference Style | Hybrid Options Available  | Microevents Preferred      |
|  <b>Schedule Structure</b>    | Fixed Agenda                 | Flexible Options          | Self-Directed              |
|  <b>Engagement</b>            | Structured Networking        | Interactive Sessions      | Constant Participation     |
|  <b>Activations</b>           | Product Demonstrations       | Experiential Learning     | Instagram-Worthy Moments   |
|  <b>Networking Style</b>      | Business Card Exchange       | App-Based Matching        | Social Media Connections   |
|  <b>Venue Preference</b>    | Traditional Hotels           | Unique Spaces             | Instagram-Worthy Locations |
|  <b>Social Program</b>      | Evening Receptions           | Activity-Based Networking | Festival-Style Events      |
|  <b>Food &amp; Beverage</b> | Traditional Meals            | Health Conscious          | Diverse/Custom Options     |
|  <b>Alcohol</b>             | Open Bar Expected            | Balanced Options          | Mocktails Preferred        |
|  <b>Wellness Elements</b>   | Not Priority                 | Some Interest             | Highly Important           |
|  <b>Sustainability</b>      | Nice to Have                 | Important Factor          | Deal Breaker               |

# 10X !!!



valentin.vacarus @  
godmother.ro