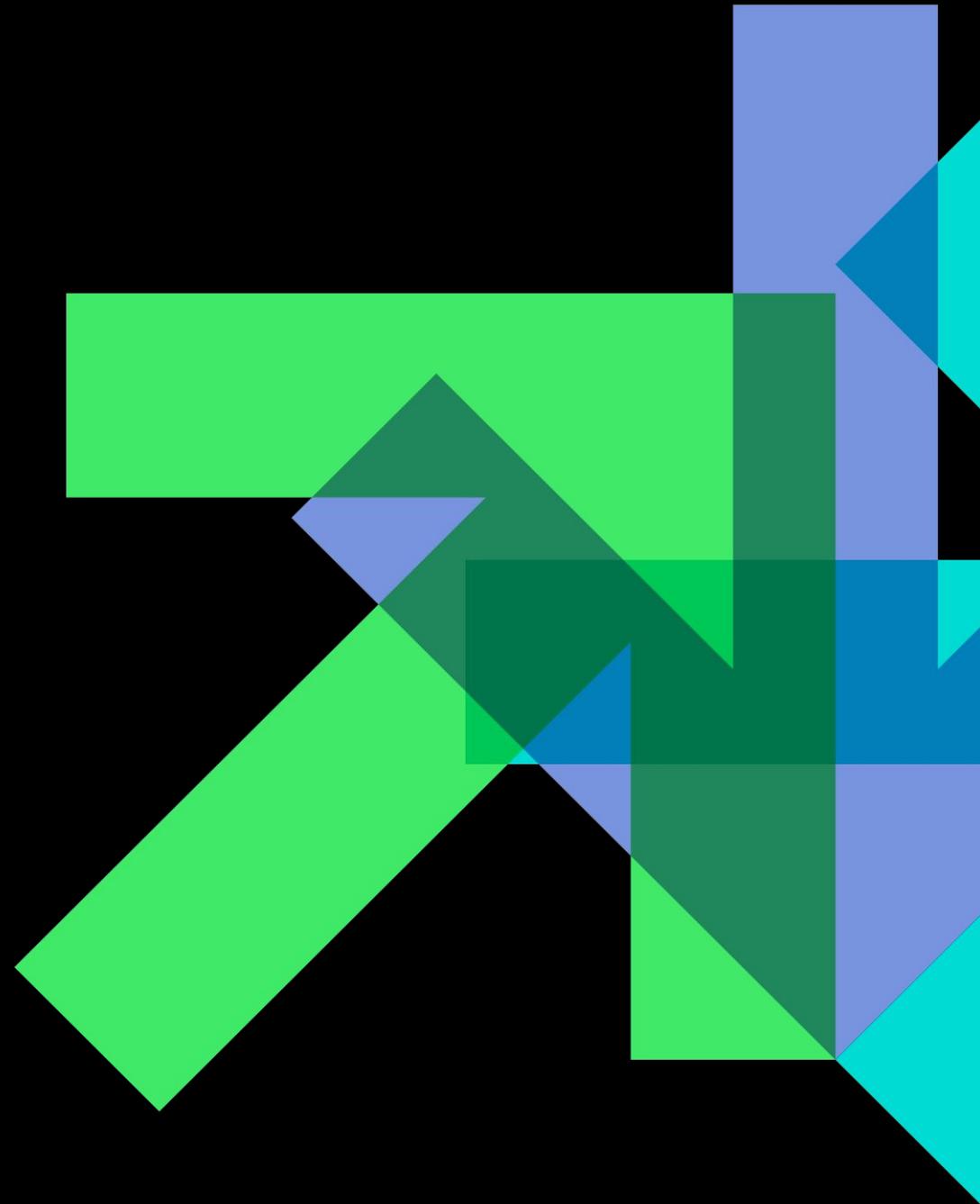


# Experiences reimagined in 2020: A guide for brands to navigate experience solutions

IMAGINATION



## Welcome to Imagination's guide to Experiences in 2020 and beyond

The immediate impact of COVID-19 has driven a need for the marketing industry to seek more innovative ways of delivering against client's objectives.

In a few short months, we have adapted our Experience offering to enable **continued delivery** for clients through a combination of ideas, innovation and safe practice.

Responding to the COVID-19 crisis effectively requires **bold thinking** and bravery from both the agency and brand-side and this is especially true in the world of live experiences.

Experiences will always be emotional and human-led but **they have changed**.

We believe that **reimagining the possibilities for experiences** has enabled us to deliver quality results during the pandemic and to help businesses navigate the future of experiences in a new, safety-regulated post COVID-19 world.



*Image from The Guardian*

## Rethinking the value of experiences

Experiences have always had the potential to be **transformational and inspirational**, however for people and businesses alike, there's been a rethink of what truly makes them valuable.

Now that sense of **belonging and local community** they offer is going to be more accentuated, with a less purely transactional aspect.

At the same time, cost pressures mean that **every moment needs to add value.**



## Creating emotional engagement in more ways

Imagination has always created experiences that create those **powerful emotional connections** between people.

This **human-led** principle is going to be even more important as we see experiences restarting across the world.

However, there is a **definitive shift in behaviours towards online and e-commerce** that has been accelerated by COVID-19 and will likely remain even after the crisis subsides.

On a human and emotional level, the unique combination of sensory, physical immersion cannot be matched by purely online experiences, however we know that blending these two worlds will lead to exciting new possibilities: **hybrid experiences.**



## Immersing with confidence

Imagination will always ensure that we adhere to standards specified by the relevant authorities and other prudent measures to reduce risk.

We also believe that a more **visible, transparent and signposted** approach to safety and hygiene will be required to provide confidence for guests. This will involve sharing best practice and allowing all guests to immerse into experiences with confidence.



*Image from Berkeley Build Signs*

## Designing experiences around five principles

Whilst each experience is a unique combination of places, spaces, communication channels and activities, there are new principles which are fundamental to how we will design and reimagine experiences for late 2020 and beyond.

Imagination has been at the forefront of many creative and innovative approaches to designing experiences that are smarter, more connected or even virtual.

**We are excited to see brands embrace these new approaches on a mass-scale.**



## Fluid spaces: rethinking people flow.

New recommendations will affect the length of time people spend in the same spaces. This requires fluid spaces that are organised around the role these spaces need to play.

This involves rethinking people flow, to optimise the time that guests spend in one space and rethink how spaces are maintained over time and what their actual role is in terms of work or leisure.



## Curated journeys: creating more space to breathe.

Social distancing means that we need to redesign the same spaces, but for fewer people. This creates more curated journeys for guests through a more personalised, in-depth experience.

Better designed spaces that have more space for people to interact with their favourite products and services, with seamless logistics throughout.



# 2

## Adapting engagement: interact with confidence.

Rethinking hygiene and contact are essential to elevated experiences. Some experiences, such as driving cars, rely on touch and will need enhanced hygiene procedures.

Experiences can also be designed around touchless engagement to ensure guests can interact with their favourite brands and products in new ways. This can involve contactless registration, voice and gesture controls instead of touch-screens and the integration of your trusted personal mobile device.



# 3

## Virtually accessible: creating hybrid experiences.

Millions have engaged online through virtually accessible experiences, using online technology, augmented reality and virtual reality.

This is leading to hybrid experiences which combine creative storytelling with content and integrated technology to create new combinations of live, virtual customer experiences offering a sensory, interactive experience that is elevated beyond typical virtual events.

# 4

## Experience communities: encouraging new behaviours.

Larger gatherings are returning in certain countries, with social distancing and other new behaviours to observe. Different rules will apply in different countries and festivals will return in due course.

We should not micromanage the behaviour of large numbers of individuals at mass events, however, we can encourage new behaviours such as hand washing, social distancing and foster a shared sense of community at experiences so everyone can enjoy mass gatherings once more.



Eine Idee weiter

# Ford

# 5

# Best practice for Private Events

IMAGINATION



# Private Events

## Overview

We are pleased to share our insights and learnings gathered from across the Imagination business, alongside live projects across the world.

This guide covers **Private events such as Media Launches and Conferences.**

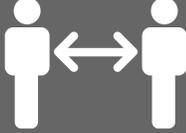
Private events, booked at external venues or offices, allow brands to create a bespoke guest experience. This can be enhanced through hiring an entire venue to create an exclusive space. The impact of COVID-19 means that the way we design the guest experiences, spaces and ways of interaction all need to adapt.



# Private Events

## Priority Areas

There are five priority areas that have to be considered from an operational point of view.

				
<b>People</b>	<b>Health</b>	<b>Design</b>	<b>Distance</b>	<b>Monitor</b>
Our guests, clients and staff are our first priority	Promoting and maintaining health practices during the project.	Designing enhanced experiences, with a safe environment.	Integrating social distancing, optimising personal space	Monitoring our current approach, anticipating change whilst continually improving.
Vulnerable people Scheduling and overlaps Separating and grouping people International and domestic travel People on site Accommodation Transportation Catering Welfare Induction Suppliers Freelancers	Pre- on site information Vulnerable people Health screening - Passive - Active Health promotion Incident management Health data Cleaning	Flexible design thinking that can adapt to different COVID-19 threat levels.  Optimised capacity New materials Sustainability Innovative features Entrance and exits Back of house spaces Aisles and corridors	Interactive spaces Product displays Workshops Networking Queueing Dressing rooms Green rooms Control desks and rooms Catering areas Wash rooms	Monitoring the on site plan Review for any unforeseen impacts Anticipating change Contingency planning Client and guest feedback Continually learning and improving

# Private Events

## Guest Experience steps 1-3

Here is a typical guest experience and the key features that allow us to adapt to COVID-19 whilst adding creative and innovative ideas to elevate the quality of the experience and consider sustainable options.



Pre-Event Communication

- **Positive message:** communicate the positive ways we have designed the experience to be enhanced, to create a sense of positive anticipation
- **Brands taking the lead:** clear communication of the measures taken by the brand to ensure a clean and safe experience, appealing to all rational aspects
- **What is expected of guests:** clear confirmation of what is expected of guests. For example temperature checks and/or indemnity processes



Arrival and Registration

- **Confident welcome:** alongside any welcome experiences, ensure integrated hand sanitisers and clear signage to create confidence in the practical steps the brand is taking
- **Seamless check-in:** contactless registration using hosts to enter details or perhaps using a mobile phone with QR codes or similar technology
- **Added security:** secrecy measures such as handing in mobile phones will need an added layer of hygiene



Welcome Areas and Networking

- **Personal space:** harness the spacing requirements to create a more premium open space for each guest to get used to the venue
- **Sensory mood:** with less tactile experiences, ensure that we dial up a focus on sight, scent and sound in this space
- **Integrated hygiene:** make the sanitisation features an integrated part of the design, so they are easy to spot and use but do not detract from the visual quality of the design

# Private Events

## Guest Experience steps 4-6

Here is a typical guest experience and the key features that allow us to adapt to COVID-19 whilst adding creative and innovative ideas to elevate the quality of the experience and consider sustainable options.



Mass Group Shows and Presentations

- **Optimum capacity:** whether seated or standing, ensure the layout provides personal space whilst maximising the total number of guests to generate atmosphere and return on investment
- **People flow:** make it easy for guests to enter, take their seats but also to take a comfort break
- **Light and sound:** consider enhanced lighting and sound to add more atmosphere in spaces usually filled with more people



Grouped Workshop Sessions

- **Teamwork spaces:** define logical group layouts to allow conversations and ideas to be exchanged, despite social distancing
- **Mobile interaction:** voting, scoring and other interactivity via an event app on guests mobile devices allows them to maintain personal interaction without using touch screens that need constant cleaning
- **Personal work packs:** creating personal work packs with pens and other work tools provide a useful tool that also acts as a keepsake



Interactive demonstrations and activity

- **Pushing new senses:** interactive experiences can use soundscapes, scents and visuals, instead of touch
- **Mobile interaction:** handling tactile objects needs to be rethought, so using Augmented Reality via smart phones is one way to bring objects to life without actually holding them

# Private Events

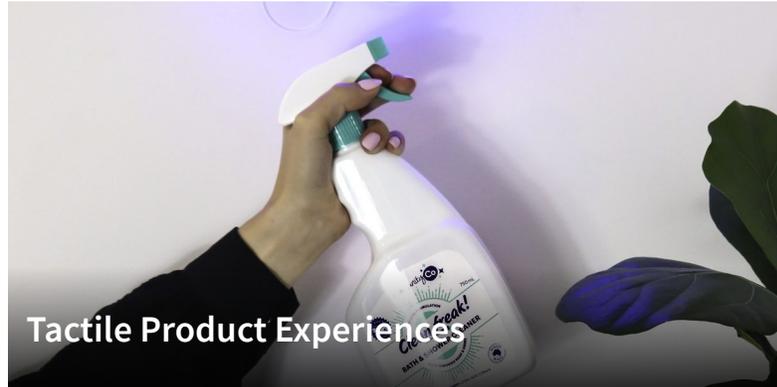
## Guest Experience steps 7-9

Here is a typical guest experience and the key features that allow us to adapt to COVID-19 whilst adding creative and innovative ideas to elevate the quality of the experience and consider sustainable options.



Food and Drink Experiences

- **Silver service:** premiumise food service with a 'white glove' approach that elevates hygiene through a more luxury experience
- **Pre-order service:** via event app, grab'n'go or elevated catering offer
- **Contactless networking:** many great ideas are discovered over a coffee, so encourage contactless networking using mobile devices
- **Biodegradable materials:** single-use materials should be avoided, make a statement by using biodegradable items for F&B services



Tactile Product Experiences

- **Enhanced hygiene:** implement enhanced levels of cleaning for high value items that have to be touched, such as cars or luxury jewelry. A deep cleaning level can also be applied where needed
- **Timed slots:** give people time to enjoy the experience of touch using timed slots for efficiency
- **Easy clean materials:** use easy clean and 'clean' materials to make it safer to touch objects whilst adding a touch of innovation



End of an Event

- **First feedback:** the first event people attend after the crisis will be critical, ask and learn to accelerate the re-emergence of live experiences
- **Advocacy:** actively encourage guests to share their positive experience through word of mouth and social media, rebuilding confidence
- **Digital Takeaways:** many guests may prefer digital takeaways and gifts, instead of the physical, so consider creative ways to achieve this

# Private Events

## Design - Approach in practice - Customer Journey

### Capacity

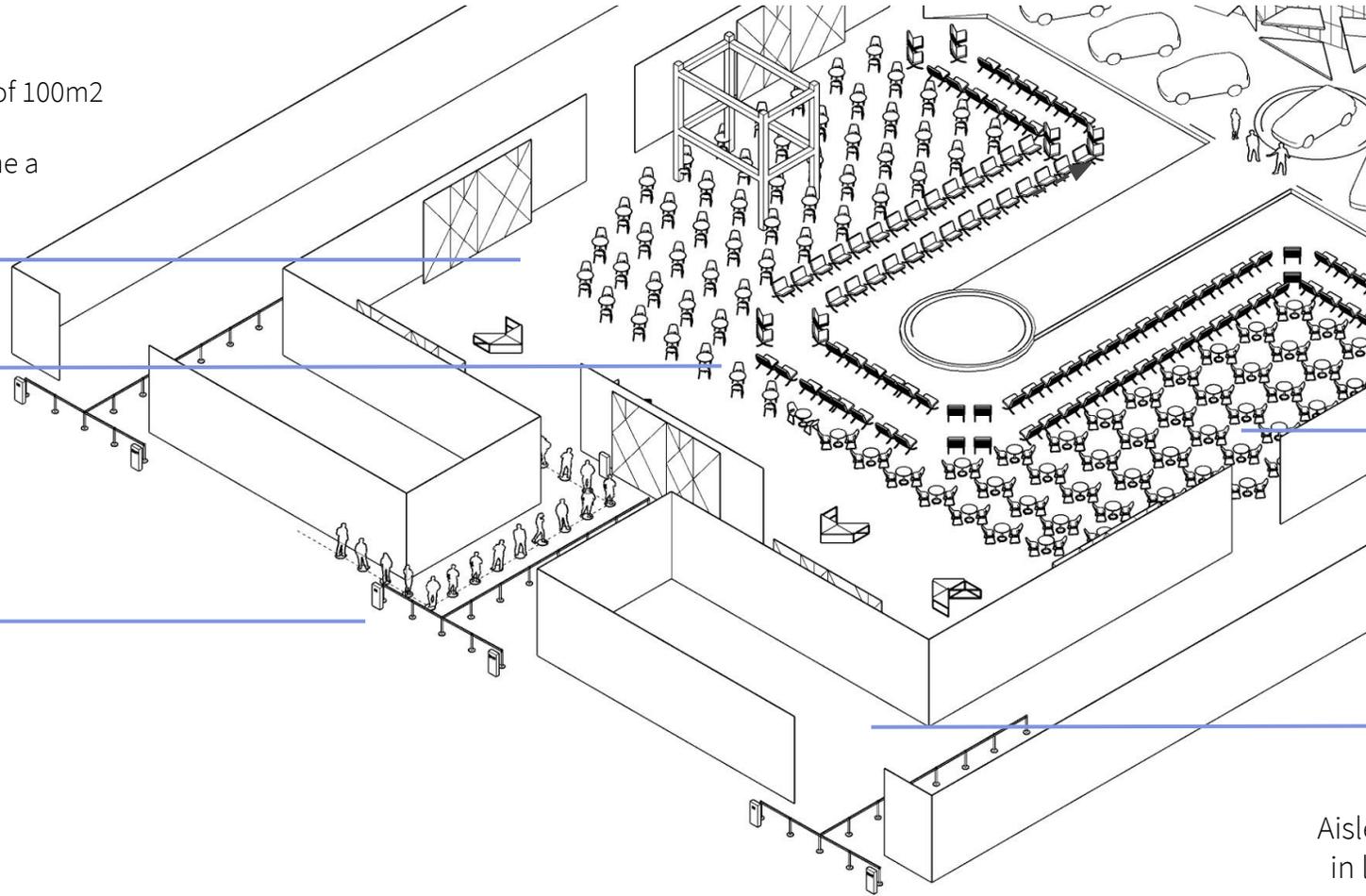
Worked example: an existing venue size of 100m<sup>2</sup> capacity would be 200 based on 0.5m<sup>2</sup> spacing per person. This will then become a capacity of 50 when a 2m ruling is implemented.

### Seating

Seating is distanced in line with local social distancing requirements.

### Guest Entrance

Dedicated guest entry points to reduce cross over. Hand sanitizing stations on entry. Hand sanitizing in the event area.



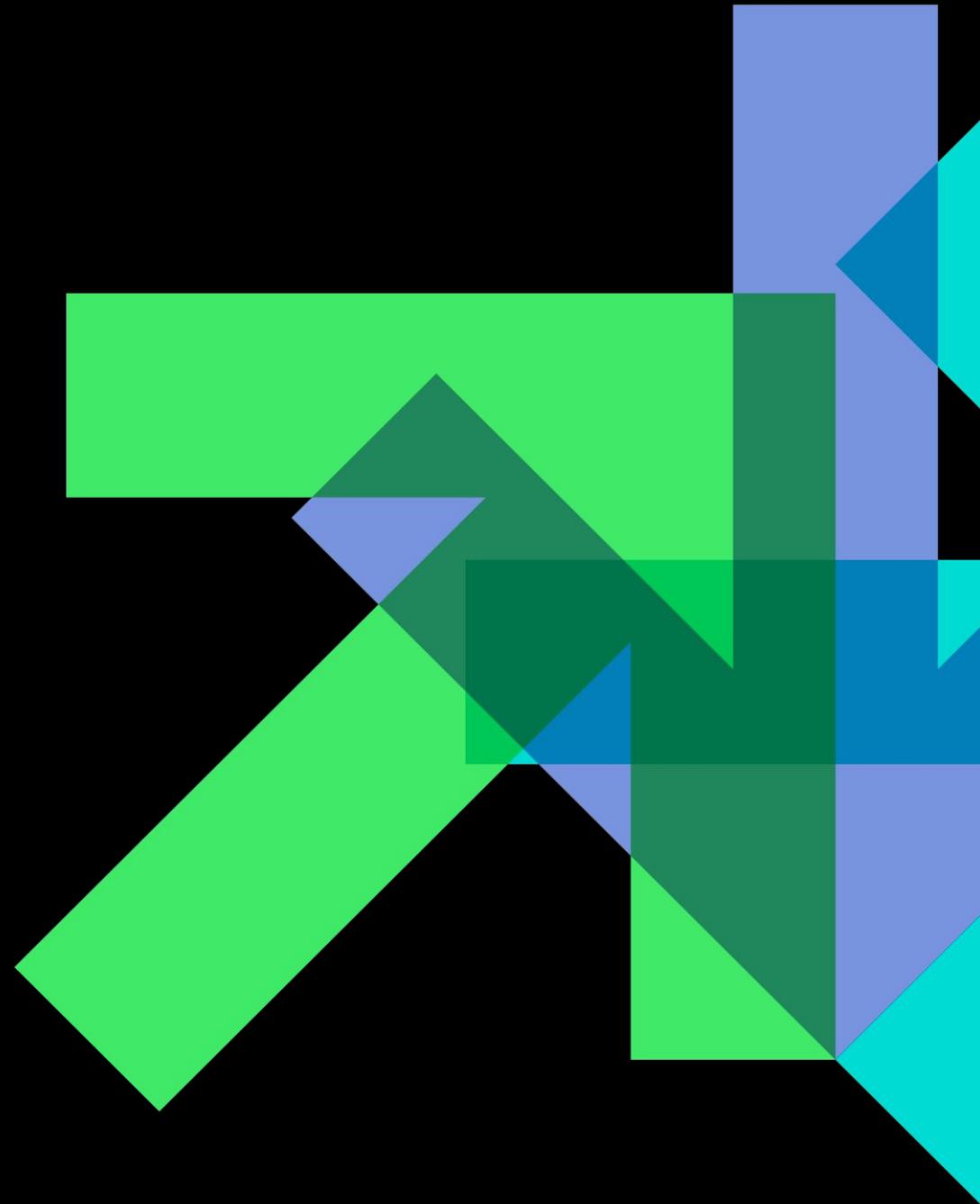
### Guest Exit

Dedicated guest exit points to reduce cross over.

### Aisles and corridors

Aisles are a larger enough distance in line with local social distancing requirements.

# Best practice for Exhibitions



# Exhibitions

## Overview

We are pleased to share our insights and learnings gathered from across the Imagination business, alongside live projects across the world.

This guide covers **Exhibitions such as Auto Shows and Trade Shows.**

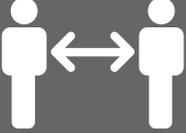
Exhibitions are mostly about scale and a chance for businesses, brands and consumers to gather in large groups. Unlike private events, there are lots of moving parts including exhibition venues, retailers, food services, brand-owned stands and a wide range of people including media, retailers, buyers and fans. The impact of COVID-19 means that the design of these mass gatherings needs to adapt.



# Exhibitions

## Priority Areas

There are five priority areas that have to be considered from an operational point of view.

				
<b>People</b>	<b>Health</b>	<b>Design</b>	<b>Distance</b>	<b>Monitor</b>
Our guests, clients and staff are our first priority	Promoting and maintaining health practices during the project.	Designing enhanced experiences, with a safe environment.	Integrating social distancing, optimising personal space	Monitoring our current approach, anticipating change whilst continually improving.
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# Exhibitions

## Guest Experience steps 1-3

Here is a typical guest experience and the key features that allow us to adapt to COVID-19 whilst adding innovative ideas to elevate the quality of the experience and consider sustainable options.



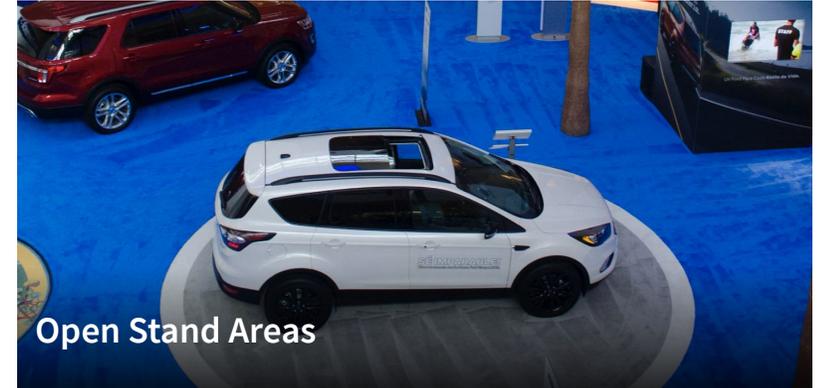
Pre-Event Communication

- **General attendance:** Clearly communicate the positive ways taken to ensure a clean and safe experience and clear confirmation of what is expected of guests in terms of social distancing etc.
- **Invited guests:** invitations for media and other pre-invited guests allow a more personalised approach to communicating how the experience has been enhanced



Arrival onto the Stand

- **Confident welcome:** ensure integrated hand sanitisers and clear signage to create confidence in the practical steps the brand is taking
- **Orientation:** guests entering the stand should have a clear idea of what they can do and how to engage so use hosted greeting, content or signage
- **Seamless check-in:** for pre-invited guests, contactless registration using hosts to enter detail or using a mobile phone with QR codes or similar technology
- **Timed tickets:** stand numbers could be managed via timed tickets, this initiative may be applied by the exhibition organisers



Open Stand Areas

- **Space to roam:** harness the spacing requirements to create a more premium open space for each guest to roam and explore
- **Sensory mood:** with restrictions to tactile experiences, dial up the use of sound and visual senses in the design to maintain engagement
- **Integrated hygiene:** make the sanitisation features an integrated part of the stand design, so they are easy to spot and use but do not detract from the visual quality

# Exhibitions

## Guest Experience steps 4-6

Here is a typical guest experience and the key features that allow us to adapt to COVID-19 whilst adding creative and innovative ideas to elevate the quality of the experience and consider sustainable options.



Shows and Presentations

- **Optimum capacity:** whether seated or standing, ensure the layout provides personal space whilst maximising the total number of guests to generate atmosphere and keep numbers as high as possible
- **People flow:** make it easy for guests to take their positions and manage flow effectively
- **Amplify the show:** consider virtual broadcasts and other enhanced ways to access the show for those who can't attend in person



- **Stars of the show:** concept cars and showcases of the latest technology need to have additional queue management and enhanced visibility
- **Managed time slots:** consider using time slots and other ways to manage the demand to get up close
- **Private view:** design private spaces with a more exclusive experience for luxury and higher premium displays, consider profiling guests to ensure the right audience has access



Interactive Areas / Demonstrations

- **Product talks:** assembling smaller groups for a mini show requires more space but is still an effective way to engage guests
- **Pushing new senses:** interactive experiences can use soundscapes, scents and visuals, instead of touch
- **Mobile interaction:** consider using smartphone QR codes or Augmented Reality to add tactile ways to interact safely

# Exhibitions

## Guest Experience steps 7-9

Here is a typical guest experience and the key features that allow us to adapt to COVID-19 whilst adding creative and innovative ideas to elevate the quality of the experience and consider sustainable options.



Lounge Spaces

- **Upgraded design:** create a truly open feel and enhanced atmosphere to make this a safe haven from safety rules for larger crowds
- **Profiled access:** a more controlled approach to who can enter lounges is likely, as a premium space only higher value guests should be invited
- **Contactless networking:** many great ideas are discovered over a coffee, so encourage contactless networking using mobile devices



Offices

- **Rethinking layouts:** increased spacing, screens and other elements will need to be used for office design
- **Office locations:** hiring larger and more open office spaces at the exhibition hall is likely to provide more space and avoid inefficient office space within the main stand
- **Virtual suites:** allowing staff and crew to have a virtual way to connect avoids the need to always get people into one space



Immersive Spaces

- **Queueing and time slots:** use established approaches to managing guest numbers so that you can maximise numbers in a smart and safe manner. Consider mandatory data capture to ensure we generate maximum returns
- **Pushing new senses:** interactive experiences can use soundscapes, scents and visuals, instead of touch
- **Social sharing:** with less capacity, we will make sure we amplify the client experience by designing those Instagram moments into the experience

# Exhibitions

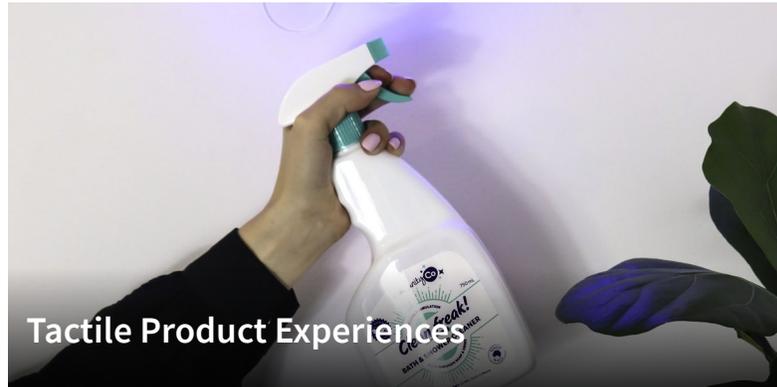
## Guest Experience steps 10-12

Here is a typical guest experience and the key features that allow us to adapt to COVID-19 whilst adding creative and innovative ideas to elevate the quality of the experience and consider sustainable options.



Food and Drink Experiences

- **Giveaways & treats:** providing treats to general visitors is still possible but will carry a higher cost, consider whether this is critical to the experience or not
- **Silver service:** premiumise food service in lounge areas with a 'white glove' approach that elevates hygiene through a more luxury experience
- **Biodegradable materials:** single-use materials should be avoided, make a statement by using biodegradable items for F&B services



Tactile Product Experiences

- **Enhanced hygiene:** implement enhanced levels of cleaning for high value items that have to be touched, such as cars or technology. A deep cleaning level can also be applied where needed
- **Timed slots:** give people time to enjoy the experience using timed slots for efficiency and enhanced cleaning preparation, especially for test drives
- **Easy clean materials:** use easy clean and 'clean' materials to make it safer to touch objects whilst adding a touch of innovation



Leaving the Stand

- **First feedback:** the first show people attend after the crisis will be critical, ask and learn to accelerate the re-emergence of live experiences
- **Advocacy:** actively encourage guests to share their positive experience through word of mouth and social media, rebuilding confidence
- **Digital Takeaways:** digital takeaways and gifts, such as e-press packs and brochures will be the norm

# Exhibitions

## New Design Protocols - Spacing and Capacity

### New best practice:

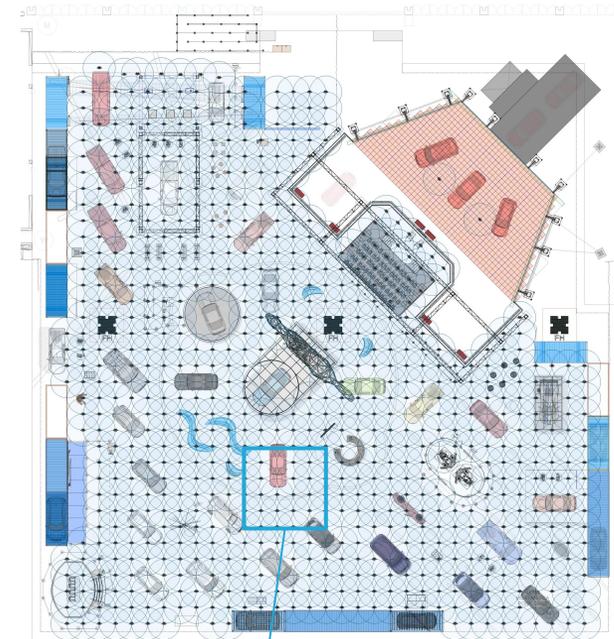
- Limit the number of event participants to enable them to social distance
- Provide graphical, floor or other markings to facilitate social distancing
- Communicate (visually and verbally) to participants, reminding them of their responsibilities

When assessing any event space, we overlay circles, showing the required distance between social groups (we know from research and observation that visitors usually attend our events in groups of two-five). This will enable us to calculate a maximum capacity for each event.

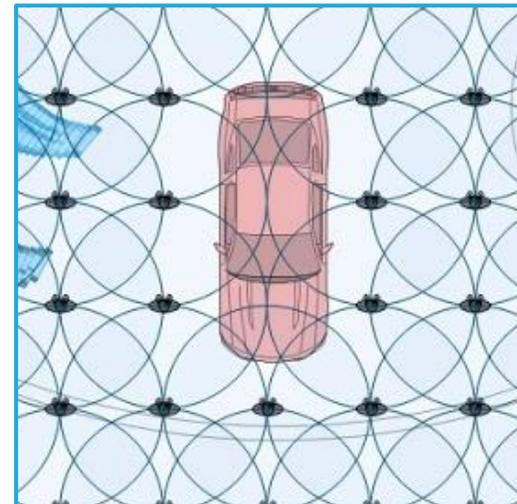
The illustrations to the right show this practice applied to an auto show space using one of our clients, Ford, as a case in point:

For events that Ford controls completely, including issuing invitations and checking in attendees, we can be confident that attendance will not exceed socially-distanced capacity.

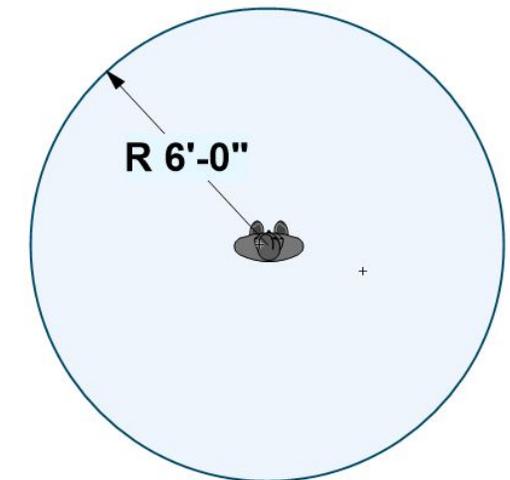
For events where Ford does not control the flow of participants into the space (e.g. an auto show) it may be necessary to install temporary cordons to create specific entry and exit points. This will enable capacity to be controlled, in the same manner as many retailers have implemented.



Space overview



Detail



6 Foot Radius



# Exhibitions

## New Design Protocols - Spacing Communication

Use clear and consistent, “universally designed” signage (understandable to multi-ethnic and multi-generational visitors) to reinforce the best practices that visitors should already be familiar with, given their experience of Government-mandated behaviors.

*Ford examples used here as indicative.*



# WELCOME,

Your health and wellbeing are our top priority, so we've made a few changes to our experience for your safety.

- 01 Collecting Information Is Now Touch-Free**  
Use your cellphone's QR reader to pick up the information you want.
- 02 Social Distancing Wherever Possible**  
Look for the floor markers to help you maintain a comfortable distance.
- 03 Vehicle Cleaning**  
We've increased our detailing staff to wipe down vehicle touch points more frequently.
- 04 Hand Sanitizer**  
is available throughout our experience. Please, help yourself.

Thank You For Visiting - We're Happy You're Here!



# SCRAMBLE NET

Please follow these guidelines while in the Built Ford Tough Scramble Net

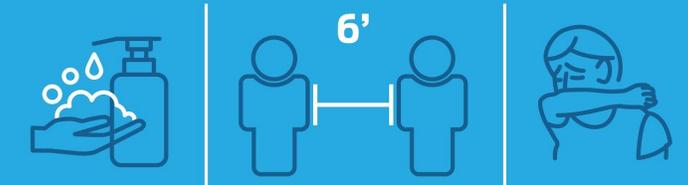
- 01 Protect Yourself!**  
Use the provided sanitizer before and after you've conquered the scramble net.
- 02 Be Considerate!**  
Keep a respectful distance from fellow guests.
- 03 Celebrate!**  
Take a photo to show your friends your achievement.

Thank You For Visiting - We're Happy You're Here!

# THANK YOU

THANK YOU for visiting the Ford experience!

Stay #fordsafe at home, work and school by practicing these preventative measures



- Frequent Hand Washing**
- Social Distancing**
- Covering Your Cough**

“If everyone is moving forward together, then success takes care of itself”  
-Henry Ford

Enjoy Your Journeys!  
**#fordproud**

## **If you are interested in leading your brand back into the world of experiences, we would love to help.**

We have produced a blueprint to help clients navigate the new marketing world. Five operational pillars are outlined in detail on exactly how your brand can make a safe, successful return to live events:

- People
- Health
- Design
- Distance
- Monitoring

**Would you like a free 30 minute session with one of our consultants who will discuss the blueprint tailored to your needs?**

**Email us now to book your ‘Experiences Reimagined’ session with Simon Beddoe, our Head of Business Development: [simon.beddoe@imagination.com](mailto:simon.beddoe@imagination.com)**