

TREND REPORT

Top Event Trends of 2019
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TECHNOLOGY

Best Ways to Bring AR & VR to Events
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BEST IN SHOW

Snapshot of Brand Events in 2018
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CONNECT

LET'S CHANGE THAT BEHAVIOR

MARITZ AND CPG ARE DESIGNING
EVENTS THAT MOVE PEOPLE

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CPG
BRINGS NEW
& INSPIRATIONAL EVENT TO MARKET

Aha
Moments that **move**

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**30 YEARS
LATER**

CPG'S FIRST EMPLOYEE
REFLECTS ON TIME WELL SPENT



CONNECT YOUR PEOPLE
GROW YOUR BUSINESS



How are you creating Belief Through Experience at your events?

Coming off our biggest year in CPG Agency history, we're poised for more growth as we dig deeper into our client projects, strategic partnerships and new ways to transform events for top brands.

In 30+ years, our north star hasn't changed: We're here to create belief through experience. Live, person-to-person events ignite new brand advocates by instilling purpose through content focused on education, motivation and recognition. Once you've engaged attendees across these essential pillars of the human experience, you can change the behavior that ultimately affects your desired key business outcomes.

“

IN THIS EDITION OF CONNECT, YOU'LL SEE THAT ALIGNING BUSINESS OBJECTIVES WITH MEASURABLE RESULTS IS HOW YOU GET THE BEST ROO (RETURN ON OBJECTIVES) FROM YOUR EVENT INVESTMENT.

”

We'll share the trends that you should be paying attention to (pg 1) and explain how a holistic event solution drives the behavior change necessary to achieve your business goals (pg 2). We'll introduce our first “made-from-scratch” event (pg 6) as well as give a glimpse of the other brand experiences we designed in 2018 (pg 8). We'll also share updates on the current state of AR/VR and show you why, if your activation isn't connected to your overall strategy, it's just a gimmick (pg 4).

Across these pages, you'll meet our team and understand why we think bringing people together in a meaningful way should be the heartbeat of your event. Tactics and tools create the moment, but instilling belief in your core message is what drives the *movement* – and that's how you connect your people and grow your business! Enjoy!



LIZ MURNIN
SVP, SALES AND MARKETING

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THE TOP 4 EVENT TRENDS OF 2019

TRENDWATCH

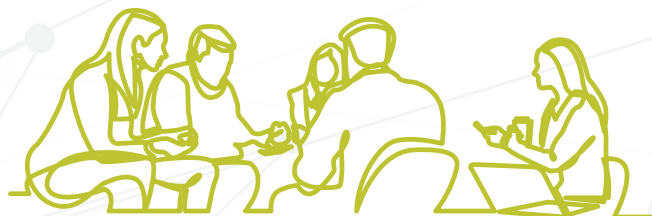
CPG is all about using live, face-to-face experiences to connect people to each other and the brand's big message. We know how to grow business, so it should come as no surprise that these four trends have our attention!

THAT
WE'RE **LOVING**
AT THE
MOMENT



HYPER PERSONALIZATION

This can't be designed with just event planners and the C-Suite in mind. The more you personalize the experience to your audience's needs and the ways they like to learn (whether it's through choose-your-own-adventure programming, brain date networking, etc.), the more you can bring people together in a meaningful way through heartfelt, personal communication, person-to-person.



THE PURPOSEFUL MEETING

Meetings must be designed for humans. They need appropriate breaks, comfortable seating, agendas that cater to their role, etc. to ensure they get the most out of this investment. Human-centric meetings don't try to cram everything in – they sift out the waste so that everything has practical, take-home value delivered in a comfortable, exciting way.



THE SURPRISE & DELIGHT ELEMENT

The element of surprise must be followed with the feeling of delight. This is how engagement sticks and events become unforgettable. From a surprise concert that kicks off a breakout to a cirque show happening at walk-in – welcome the unpredictable into your experience. Just make sure that it fits into your overall messaging strategy to further drive that point home!



B2B2C EVENTS

More and more corporate events are being designed to look and feel like consumer events such as SXSW or Dreamforce. From TED-style formats to branding the entire surface of the event to the festivalization of event exhibit halls, brands are taking experiential to new levels to drive attendance and spark interaction and excitement around their annual event.

We love to see events heading this direction because at the center of each trend is the heartfelt, personal communication that happens person-to-person to create true “Belief Through Experience” at every event.

DESIGNING MEETINGS & EVENTS FOR BEHAVIOR CHANGE

Rinse and repeat won't cut it any longer. Having a true design process is more important than ever.

Last year, we launched a new event design partnership with Maritz Travel. We embarked with one goal in mind: stop designing events in silos and, instead, bring everyone to one table to plan and execute every aspect of an event.

From location sourcing to keynote content, from app design to air travel, from mini-quiches to closing concerts... okay, you get the point. In 2018, our partnership blossomed from a summer fling to full-on BFF status and we couldn't be more pleased.

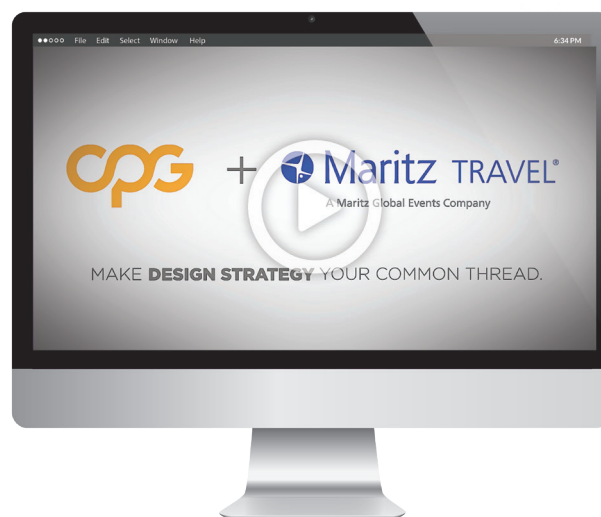
But what started as a holistic approach to event design, quickly shifted its focus to **changing key stakeholder behaviors and truly impacting business objectives through internal events.**

In 2019, we are working directly with our clients' C-suite to target the behaviors that need to change for their business to achieve their audacious goals.

"At the center of our design methodology is the idea of having one laser-focused organizing principle - not a theme, marketing slogan, or tagline. A checkpoint from which all decisions are made and results are validated against. Your 'North Star'."



VP, Business
Solutions
Ellie Dupuis



Together, CPG Agency and Maritz Travel design events that align business outcomes with people outcomes.

Learn more about CPG & Maritz Partnership at:
FindYourCommonThread.com



We explore design across eight phases of your event to connect the desired behavior change to an actionable experiential engagement strategy.

As careful stewards of your investment, we measure success beyond just survey results and focus on transforming your annual event into a strategic brand asset.

“A strategically designed event will turn business objectives into actionable people objectives.”



Maritz TRAVEL®
A Maritz Global Events Company

Chief Experience Architect
Greg Bogue



CPG Agency and Maritz Travel balance people science with proprietary tools to benchmark “belief” before an event and measure how it has changed with your attendees after. This determines how well the message that is driving your business goals was received. By designing purposeful meetings that focus on the human experience, our events improve outcomes.

So, how are you designing your next conference?

YOUR 2019 EVENT DESIGN CHECKLIST:

- | | |
|--|--|
| <input type="checkbox"/> Bring the Right Teams to the Same Table | <input type="checkbox"/> Design with a Holistic Approach |
| <input type="checkbox"/> Identify Desired Behavioral Change | <input type="checkbox"/> Understand Your ROI Goals |
| <input type="checkbox"/> Determine Your Organizing Principle | <input type="checkbox"/> Execute a Scientific Measurement Strategy |

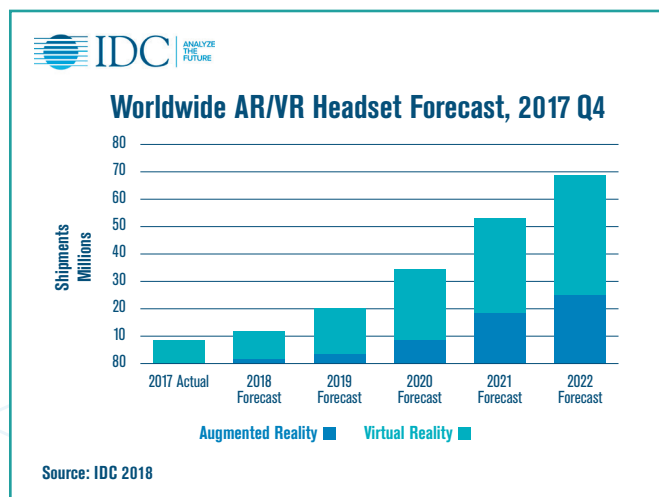
Getting all of this right can seem a bit overwhelming, especially with ever-shrinking timelines and budgets. But you don't have to do it alone! We're here to help! If you are interested in learning more about the CPG Agency/Maritz Travel collaboration or have any questions regarding how we can “move your people”, please reach out to Ellie Dupuis at ellied@cpgagency.com

HOW CAN I USE AR/VR AT EVENTS?



Creative Director, Strategy
Scott Clarke

Well-designed AR and VR can mesmerize audiences. And yet, the cold hard truth is that AR/VR hasn't grown as fast as predicted. 2017 was not at all what it was cracked up to be and this past year hasn't been much better.



That may be bad news for consumer device manufacturers and game and entertainment companies in the near term, but it's actually good news for those seeking to create engaging and immersive content right now.

People still want experiences over swag at a booth and it's not too late to be original and innovative with this technology. Event attendees want something they can only get at the event, and AR/VR still isn't something most have at home. When interactive content is good, attendees have shown time and again that they'll share by word of mouth, in-person and on social media, extending the reach of these experiences.

So why hasn't it taken off at home?

1. The technology is close, but not perfect. Lower resolution than is optimal, lower refresh rates. Translation: The tech has room to get better, but it is still really impressive.
2. Content is and always will be king. There isn't a constellation of truly "must-have" AR/VR games or experiences to get consumers to make the switch and invest in AR/VR.

So how can we use these technology platforms to augment our events and experiences?

Create well-crafted content that takes attendees on a journey, through a story, or someplace they couldn't otherwise go. It's not rocket science! The principles of storytelling haven't changed, only the methods of content creation.



Let's take a look at the types of AR/VR experiences that will help you move the needle at your next event or expo:



Story-Based Interactive Experiences

Human beings connect information through stories by using narrative based experiences that unite people.

Choose your own adventure narratives let people take control of their virtual story, which in turn makes their experience both immersive and unique.

People want to be taken on a journey. Transport people, take them behind the scenes at your factory or forward in time to the factory of the future.

Free-range experiences allow people to explore, in their own way, the information you want them to connect with. Create a mood, a space, and let people create their own experience.



Gamified Experiences

The reason that Facebook bought Oculus was simple: The future of AR and VR is social.

Creating head-to-head competition will always equate to high engagement. Leaderboards encourage participation en masse and challenge people to compete with one another for an exciting goal.

Think about how you can use the principles of AR apps like Pokemon Go or the latest Walking Dead AR game to create a scavenger hunt or collaborative experience for your expo hall or keynote speech.



360 Videos

Seeing is believing. The tales of the death of 360 video are greatly exaggerated.

360 videos can be experienced together in a dome. That means you no longer have to be constrained by VR headsets.

Leverage attendees' own devices by delivering your content through your event app.

Load your 360 video onto your company's Facebook page and YouTube Account.

What doesn't work:

Showing VR but not letting them experience it. Watching someone in the C-Suite do it on stage might actually do more to disconnect your audience than wow them with how tech-forward you are.

What does work:

Reach out, let's talk!
Scott Clarke at
scottc@cpagency.com
801-995-3460

CPG'S Aha MOMENT



GOING FROM A MOMENT TO A MOVEMENT:

After 12 years with the TEDx license in St. Louis, CPG Agency took the leap and created our own inspirational event brand: Aha.

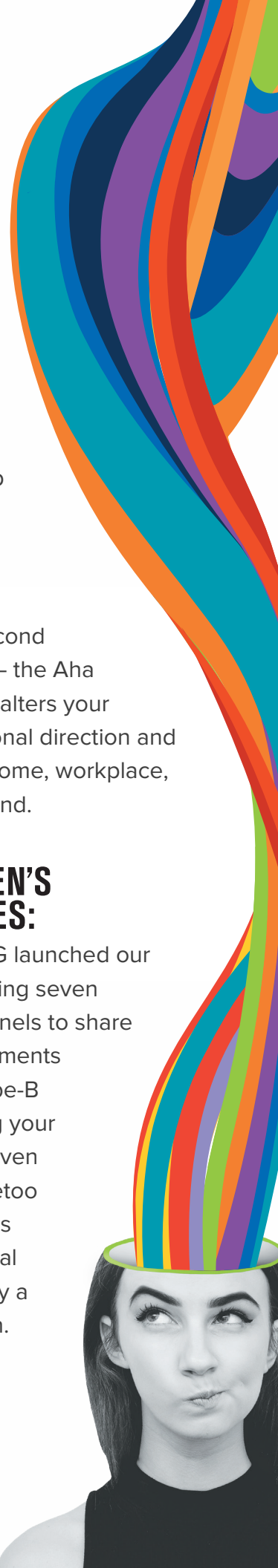
It's named for the second everything changes – the Aha moment that forever alters your professional or personal direction and ripples across your home, workplace, community and beyond.

THE AHA WOMEN'S SPEAKER SERIES:

In October 2018, CPG launched our inaugural event, inviting seven speakers and two panels to share their diverse Aha moments around perks of a type-B personality, changing your financial future and even helping start the #metoo movement. Attendees enjoyed a motivational afternoon followed by a networking reception.

WHAT'S NEXT:

Stay tuned to www.ahatalks.com to learn more!



THE CPG WAY

The right team on the right project can get a lot done. But when they have the right process in place, too? **GAME-CHANGER.**

Complete and total client satisfaction is the name of the game, and we practice like we play. That means aligning our teams, defining shared goals, assigning responsibilities and executing flawlessly with conviction. It's a process 33 years in the making, tailored to your unique business needs.



1. ASSIGN YOUR TEAM

We find the perfect overlap between your unique needs and our experienced producer bullpen to create a new team ready to tackle any challenge.



2. CREATIVE QUEST

During this in-person deep dive, we review your event strategy, brainstorm fresh new ideas, bond as a team and establish project goals and deliverables.



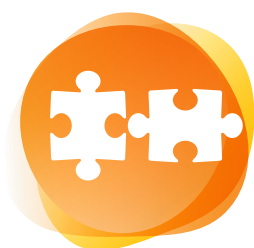
3. DEVELOP A PROJECT CHARTER

This is our North Star that lays out objectives, goals, team structure, general project scope, milestones, and a team communication plan.



4. CRAFT SATISFACTION AGREEMENT

Together, our teams draft a written satisfaction agreement based upon the agreed scope outlined in the project charter.



5. SEAMLESS PRE-PRODUCTION

We develop, recommend and deliver creative elements, liaise between the venue and all vendors, support your presenters in content development, and much more.



6. ONSITE MANAGEMENT

Flawless execution is the name of the game onsite. We can expertly oversee all aspects of your event, including audio visual support, show direction and more.



7. POST PROJECT DEBRIEF

As the dust settles, our teams debrief to make recommendations for continuous improvement and begin work on the next project.

THE RESULTS SPEAK FOR THEMSELVES



"CPG did an amazing job transforming our General Manager Conference from an ordinary caterpillar into a beautiful butterfly. Everyone who worked on our conference was passionate, enthusiastic and brought our vision to life. CPG is not only part of our team – they've become part of the Ulta Beauty family."

BRINGING BRA

Here's a glimpse at some of the live 2018 experiences that CPG designed to connect people and grow business for your favorite brands.



HANDS TO LIFE





fresh FOCUS

A Peek Behind CPG and Edible's First Convention (with more to come!)

An interview with Lauren Bauer, Edible's Account Director

How did Edible and CPG's relationship begin?

Keith Kohler, our VP of Business Solutions, worked with an Edible employee back in the day when CPG produced a PetSmart event. When the client moved to Edible and joined the team in charge of Convention, she called Keith. As a fan of CPG, she knew we were the right partners to help shape their event and focus the message to the franchisees. It's all about relationships and Keith's uncanny ability to solidify those connections brought Edible to CPG!

What driving factors have influenced Edible's recently sustained success?

Edible isn't afraid to be the first to try something and shake up the industry. They created the industry, after all! They have amazing leaders, employees and franchisees who care about the brand and what it stands for. I think that passion is evident in everyone you meet and will play a big role in their continued success.



Account Director
Lauren Bauer

How did CPG feel when Mike Rotondo was made Edible's new CEO?

Top leadership shifts aren't unique to franchise conventions, but we were excited to see Mike (formerly our Tropical Smoothie client with a multi-year deal) stepping into the CEO role with Edible. It helped that Mike was comfortable not only with giving speeches and being on stage, but with CPG and our team. He was so excited to be there, he looked to our Executive Producer, Brian Kroupa, to make sure his message was clear and his enthusiasm shined through. In the end, Mike looked like a rock star at his first Edible Convention.

How do Edible events focus on the franchisee?

Every Convention is held for the franchisees. Edible switched from every other year to annually to better serve their franchisees. They understand how important communication is and how aligning everyone around the same goal will help the company achieve results, and most importantly, help the franchise owners grow and succeed.

How does Edible engage with franchisees at Convention?

Edible, like many other franchisors, recognizes their franchisees through awards at their Convention. They take education importantly through breakout sessions. In 2019, Edible is focusing these sessions on best practices sharing. Feedback showed franchisees love to learn from peers so Edible is shifting their format to facilitate learning in a way that benefits everyone - the brand new franchisee or the long-term owner.



What factors drove Edible to a multi-year deal with CPG?

After the success of the first event, I knew we had something really special with this client. It went beyond production success and really spoke to the relationships we create at CPG. I feel very close with their team and when we talked about a long-term contract, their reaction was: "This is like a great marriage, why break it up?" Edible's team genuinely enjoys every moment and cares a lot about their business and their brand which makes them a joy for CPG.

What most excites you about the next five years working with Edible?

Honestly, the people we get to work with. We are going to get to work with a great team and help Edible showcase their successes and their amazing people. I can't wait to watch the brand's growth and evolution. We were lucky to see some of the new brand work and long-term vision, and can't wait to see how Mike and the Edible team bring it to life.

GREAT BRANDS ARE BUILT FROM THE INSIDE OUT

Along with driving culture through live experiences and corporate events, CPG Agency works with top brands to foster **sustainable internal engagement strategies** that connect their people to the critical business outcomes that move their business forward.

CPG works with clients across several industries to outline their mission and design strategies that solve for whatever people challenges stand in the way of their goals. From improving productivity, retention, customer satisfaction and internal collaboration, our work centers around connecting people to purpose and creating Belief Through Experience.

SAMPLING OF BRANDS WE WORK WITH



What challenges are standing in the way of your business goals?

CPG CAN HELP!

Visit cpgagency.com/get-engaged



HOW TO TAKE EMPLOYEES FROM LIKING YOUR BRAND TO LOVING IT!

In his new book, CPG Agency's Co-Founder and CEO, Keith Alper, shows what 30 years in the industry (and working with some of the coolest brands in the world along the way) has taught him about creating an engaging employee environment that translates to a powerful customer experience.

***From Like to Love: Inspiring Emotional Commitment from Employees and Customers** gives practical steps to turn a workplace into a culture of love* – specifically, by keeping employees engaged and empowered, implementing company transparency and building love in brands from the inside out.

INSIGHTS FROM BRANDS LIKE...

Southwest

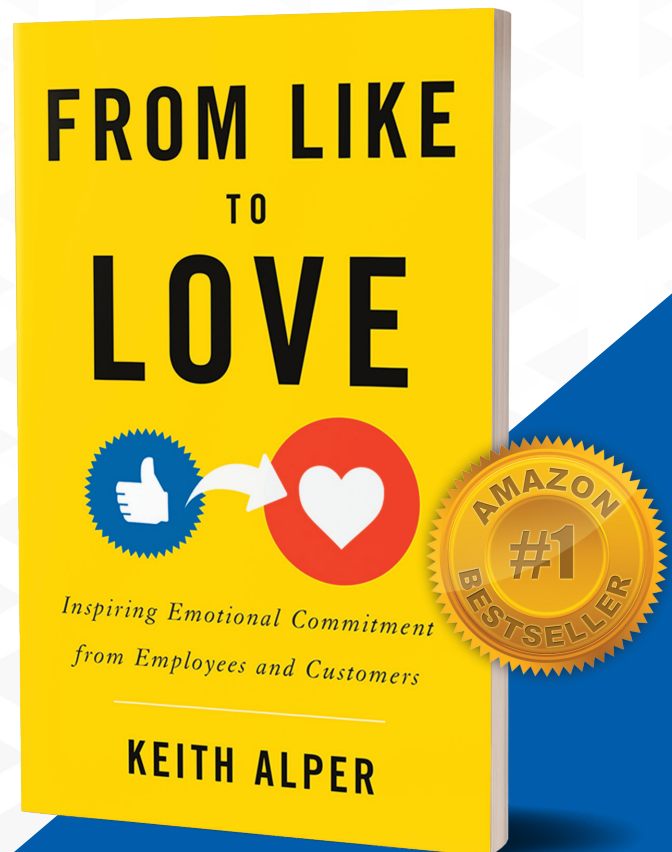


ULTA
BEAUTY


CARNIVAL
CORPORATION & PLC

Virgin
HOTELS

Listening to employees and adapting to their needs is the skeleton key to opening doors and opportunities for a successful company. With the right tools, ample recognition and proper accommodations, a culture can be built that is not only engaging, but more importantly, *lovable* - which ultimately makes it profitable.



For more information on *From Like to Love*, CPG Agency and Keith Alper, please visit fromliketo.love

A PEARL OF A PRODUCER

CPG'S SENIOR PRODUCER
(AND FIRST EMPLOYEE)
NEALE REBMAN SHARES 30
YEARS OF INDUSTRY INSIGHT.

WHAT'S THE FIRST THING YOU REMEMBER ABOUT GETTING THE JOB?

What's funny is I responded to an outdated newspaper ad for a friend without knowing tryouts had already happened. My friend missed the audition but I joined the team as a receptionist. My parents bought me a maroon briefcase, then on my first day I was given my own business card and keys to the office. Business card and keys... I thought I had really made it!

WHAT HAS REMAINED CONSISTENT WITHIN CPG ALL THESE YEARS?

There has always been real passion for the work. It has always remained exciting and thankfully avoids the repetition other jobs have. When I think about CPG, every project is different because every client is different. And even though some may have similar objectives, there is a different way to approach it, and I think that's what keeps it fresh and energizing.





IS THE VARIETY THE MOST APPEALING PART OF THE JOB?

Well, yes and no. The variety keeps me engaged in the details, but that's just a means to an end result we're chasing.

For me, the biggest reward is seeing the audience respond to something. You've got a 5-inch binder, you've been planning for months, and sometimes it all comes down to a two-hour show. And seeing how the audience reacts, to me that's the personal gratification. That's the success.

HAS RELATIONSHIP BUILDING WITH CLIENTS CHANGED OVER THE YEARS?

Our philosophy really hasn't changed much through the years, and I think that's why we've seen so much success. We're there to truly serve as an extension of their team. Over time, that means developing consistency and institutional knowledge that makes our team's relationship more valuable as time goes on.

I've always felt that you can rent equipment from anybody, but when you buy CPG's services, you're buying people. We take a passionate interest in the clients we serve, and that creates consistency and understanding that builds upon what our teams can achieve over time.

WHAT ARE SOME WAYS YOU ENSURE YOUR EVENTS WILL BE SUCCESSFUL?

The goal is always flawless execution. What happens out on that stage is what counts the most, and it takes a village behind the scenes to ensure the backend is perfect.

Part of it is having the right group of people in line and building relationships with our vendors. I feel really strongly about that. A vendor can make or break you with the client. I really think it's important to take care of those vendors, respect their talent and really make them feel part of the A-team that you want on your shows.

LOOKING BACK ON YOUR CAREER SO FAR, WHAT ARE YOU MOST PROUD OF?

Well, in the early days there were just four of us, but as we grew, we developed an amazing group of people. We worked hard, we played hard - and we really had some amazing friendships. From what I've seen, the younger team members are having the same experience. I love hearing of all the ways they enjoy their time together outside the office, and the love they have for the clients we work with.

I never would've thought that work would give me the friendships that it has. And I think that was a really nice surprise... the friendships made along the way.





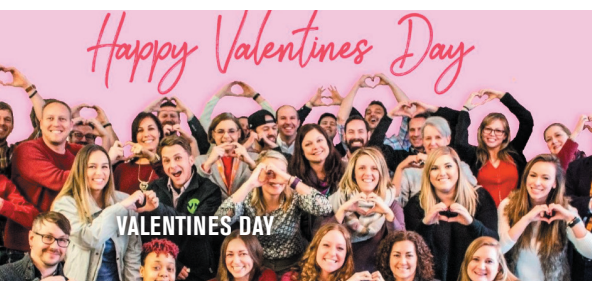
HALLOWEEN PARTY



BIZ DASH 2018



WINE & PAINT NIGHT



VALENTINES DAY



CPG VOLUNTEER DAY
@ URBAN HARVEST

HOW WE CONNECTED OUR PEOPLE IN 2018

When we weren't finding ways to engage our clients' internal stakeholders, we were setting our sights on our own agency. In 2018, our employee-led "Values Team" organized some exciting ways to bring our team together.



NATIONAL CHEESEBURGER DAY



NITROUS FLOAT TRIP

Looking for a better way to
**solve all your business
challenges in one place?**

- Gain access to creative specialists
- Match solutions to business needs
- Pay only for what you need
- Get immediate, impactful results

ARE YOU READY TO BEGIN?
NitrousEffect.com



**NITROUS
EFFECT™**
AGENCY COLLECTIVE



Live Experiences, Internal
Engagement & Immersive Digital



UPBRAND

Branding, Advertising
& Social / Digital



EVENTIV

Special Events, Grand Openings
& Celebrity Entertainment



VIDZU MEDIA

Video, Motion & Storytelling



REVUNIT

User Experience, Software
Development & Mobile Apps



REDPEG

Experiential Activation,
Mobile Tours & Stunts



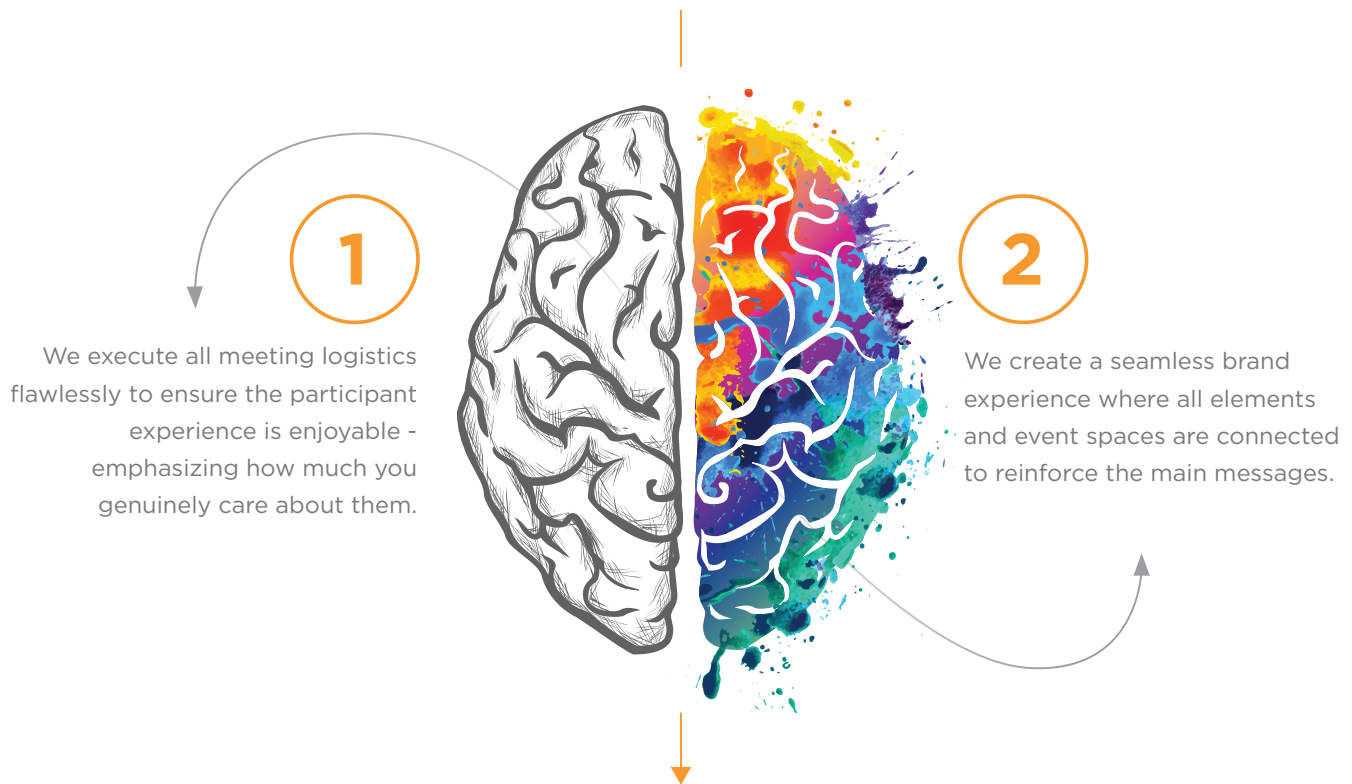
GENIECAST

Live 2-Way Video, Thought
Leadership, Experts & Speakers

What can you expect from partnering with CPG Agency?

BELIEF THROUGH EXPERIENCE

We design immersive and engaging live experiences that inspire action and produce brand advocates onsite. This shows up in two ways with our holistic approach:



CONNECT YOUR PEOPLE
GROW YOUR BUSINESS

cpgagency.com

Southwest

amazon



CARNIVAL
CORPORATION & FLC

ULTA
BEAUTY

Walmart