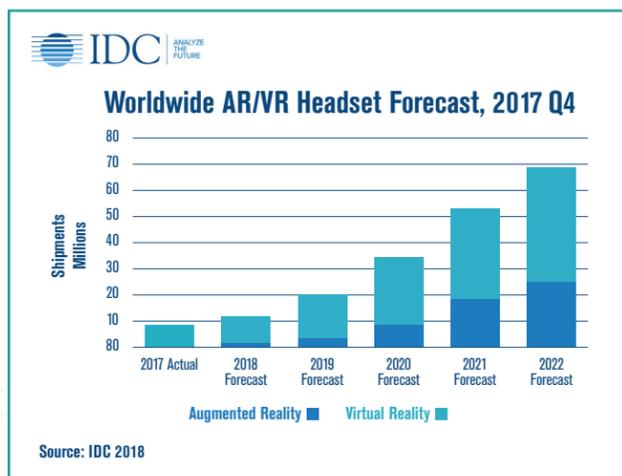


# HOW CAN I USE AR/VR AT EVENTS?



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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!  
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