



Techorate Your Next Event for Powerful Branding

The word Techorate defines a popular trend in home décor, coined to define the blending of modern technology with the art of decorating to create a functional, stylish environment. Now, audio visual professionals are taking this trend to a whole new level of use in meetings, special events and trade shows.

Techorating is about helping your customer make the transition from the outside environment to an immersion branding experience. It's about building a 360° encounter that represents your company and event the way you want your attendees to know you.



Below are some tips from Cheshire to help you plan your event with the customer experience in mind:

- **Set the mood for your event** – Even *before* you meet with the hotel and audio visual team, consider your brand, your message for the event and how you want the theme to resonate. Think through how your logo, the theme, the colors and the invitation work together to translate your intent.
- **Create the transition experience** – Your attendees will be moving from an environment that has nothing to do with your company into an environment that is - or should be - all about you. A transitional experience can help facilitate that. It can be done with space (i.e., a hallway, an anti-room or an entrance where elements from your theme are displayed and that draw them in to the total experience) and/or a pre-show experience with A/V such as motion graphics, logo, music, etc. that get them in the mood for the event.
- **Consider the functions of *each* part of the room** – No matter what you're staging, consider the function of each space within the room and what the attendee experience will be like within that environment. Are those spaces comfortable and inviting? Can the attendees hear and see what they are supposed to (whether that is your guest speaker at a keynote function or another attendee at a networking reception)? Is your event theme reflected throughout? Is your logo and brand appropriately represented to create an immersion experience? The function of each space is as important at a general session or awards banquet where attendees are seated as it is at a reception where guests navigate the room.

Cheshire

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- **Create impactful messaging** – Whether your message and theme is sent in the invitation, splashed on the projection screen, shared on monitors, emailed in a newsletter or printed on goody bags, make sure there is consistency and harmonization across platforms.
- **Plan the lighting** – Lighting can make or break an event. Consider the role lighting plays in each segment of your room and each segment of your event.

Whether it's a spotlight on your keynoter or pin spots on the dinner round, lighting contributes to the overall experience of your attendees and can detract from your event if done improperly.

- **Good Sound is essential** – If you've ever left a store because its radio was tuned to a station improperly, or you've strained to hear a speaker who refused to use a microphone, you understand the importance of sound. Each event at a meeting has different audio needs, and it's not simply a matter of adjusting the decibel level up or down. The sound needs to encompass the room or function space at an appropriate amplification level, resonance and fullness, drawing attendees into the experience...whether that's in a small breakout room, within your booth on a huge trade show floor, in a grand ballroom, or even at an outdoor function.



When you're thinking about the immersion experience you want to create for attendees at your next function, consider your audio visual company as *part of your team*. Share the vision of your concept for the event with us at the outset so that we can *collaborate with* you by bringing our creativity and technical expertise to your vision in order to help you create a memorable event that powers your brand.

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