



JPC'S GUIDE TO

High-Performance Event Experiences

5 transformative steps
with actionable tools



September 2025



From forgettable to unmissable events

In a world where attention is currency, many brands go broke.

The stands are flashy. The screens are big. But the stories are forgettable.
And in a sea of noise, that means missed moments and missed opportunities.

Most event experiences don't fail because of budget or tech.
They fail because they lack clarity, purpose, and planning.

That's why we created this guide – a five-step framework packed with practical tools to help you:

- Captivate the right people with tailored, meaningful journeys
- Clarify what you stand for (and what you're actually selling)
- Convert attention into action, and conversations into pipeline

Whether you've got 6 or 60m², this guide will help turn your presence into a performance. A moment they remember, and a relationship that continues.

Visitors make engagement decisions **within 3-7 seconds** of approaching a booth.

[Nimlok](#)

5 critical steps to high performing events:

Let's go!





Start with a story that moves

Anchor your presence in emotional clarity and strategic purpose.

Dimension Data's Ambition:
Turning the TdF into a tech-fuelled mobile brand experience.

A lot of brands start with a floorplan and squeeze in the messaging later. But, great experiences **start with a clear, audience-relevant story** — one that speaks to transformation, not just technology. Without narrative clarity, your event defaults to showing what you do instead of what you can change or deliver. Story-led strategy connects emotionally, aligns with brand purpose, and **builds a foundation for content, design and conversation.**

WHY IT MATTERS



74% of B2B buyers engage more with content that **reflects their needs and shows potential outcomes.**

Demand Gen



Messages told as stories are up to **22x more memorable** than plain facts.

Jerome Bruner

PRO-TIP

Before you sketch layouts or list demos, write down **the single thing** you want attendees to remember. That headline becomes your organising idea and stops everything else from drifting into noise.

KEY TO SUCCESS

1. Define one transformative idea that links your experience to audience outcome
2. Craft a narrative arc, similar to our example, right
3. Pressure-test the story: Is it specific, emotionally resonant, and commercially relevant?

The JPC 5-step narrative arc

Start with a story that moves

STAGE	WHAT TO DELIVER	TACTICS & EXAMPLES	AUDIENCE TAKEAWAY
1. Spark Curiosity	Grab attention with intrigue, tension or ambition	<ul style="list-style-type: none"> Bold headline messaging (e.g. "Your systems aren't broken. They're blind.") Animated teaser loop Provocative stat or trend 	"This looks different, I'm intrigued."
2. Establish Relevance	Reflect the audience's world back to them	<ul style="list-style-type: none"> Persona-based prompt/questions Diagnostic tools or role filters Day-in-the-life visualisation 	"This is my world, they get me."
3. Reveal Possibility	Introduce your solution as a new way forward	<ul style="list-style-type: none"> Interactive demo or gamified tool Visual before/after or challenge/solution contrast "What if..." messaging 	"This could work, this is smart."
4. Prove It	Back it up with credibility and evidence	<ul style="list-style-type: none"> Case studies or testimonials Real metrics, dashboards, ROI claims "Trusted by..." social proof 	"Others like me use this, it works."
5. Invite the Next Chapter	Make the next step clear and actionable	<ul style="list-style-type: none"> Personalised CTA ("Get your report", "Book a session") Premium takeaway (e.g. playbook) QR-linked content hub 	"I know what to do next, let's go."

jpc

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Design the journey, not just the space

Orchestrate movement, emotion and decision-making with precision.


AWS at VivaTech 2025:
See how we translated brand into experience.

Your event space is not a static booth – **it’s a dynamic journey.** People walk in with curiosity and leave with conclusions. Design should **guide them through distinct zones that match their mindsets and moments.** Too often, brands rely on flashy builds without flow, leading to visitor confusion, missed engagement, and diluted messaging. Smart spatial story-led design that’s **aligned to your specific audience with precision,** increases time spent, message clarity, and the action taken after the event.

WHY IT MATTERS

 70% of attendees say **layout and flow influence** brand perception.

[Exposure Analytics](#)

 Brands using zone-based design see **35% longer dwell times.**

[Event Marketer](#)

PRO-TIP

Create a simple persona-to-experience matrix: covering persona type, what they need and the hooks and zones that will keep them engaged. This way, no one gets lost, stuck, or misses what matters most to them.

KEY TO SUCCESS

- 1. Create themed zones: Map physical areas to strategic content themes, persona types and emotional goals.
- 2. Design for movement, not meandering: Use light, lines, and layout to guide emotional and physical flow.
- 3. Match interaction mode to persona: Quick-glance touchpoints for browsers, deep-dive spaces for serious buyers.

Persona-to-experience matrix				
Design the journey, not just the space				
PERSONA TYPE	WHAT THEY NEED	BEST HOOKS & ZONES	DO	DON'T
C-Suite / Exec	Strategic vision, market impact	<ul style="list-style-type: none">Executive zoneBusiness case stories1:1 concierge walk-through	<ul style="list-style-type: none">Lead with outcomesUse proof points & exclusivityOffer short pre-bookable sessions	<ul style="list-style-type: none">Overload with features or jargon
Tech Buyer / Architect	Depth, feasibility, integration	<ul style="list-style-type: none">Interactive demosTech sandbox or configuratorExplainer screens	<ul style="list-style-type: none">Provide hands-on playLet them self-navigateShow real systems not animations	<ul style="list-style-type: none">Use marketing fluff over functionality
Commercial Buyer / Sales Lead	ROI, credibility, confidence	<ul style="list-style-type: none">Use case wallPersona-based gamesROI calculators or comparisons	<ul style="list-style-type: none">Offer quick-win toolsUse gamified demos to prove valueGive takeaway resources	<ul style="list-style-type: none">Hide business impact or delay CTAs
Foot-Traffic / Browsers	Fast value, fun, surprise	<ul style="list-style-type: none">Visual triggersTimed challengesPrize draws or live leaderboards	<ul style="list-style-type: none">Use bold sensory cuesOffer low-commitment experiencesLet them play first, qualify later	<ul style="list-style-type: none">Let them walk by unnoticed



Create content, that converts

Use interactive tools and gamification to draw people in and move them to action.

Vodafone Business Lounge:

See how we changed the game at Ricoh Arena.

In today's crowded expo halls, **static content is invisible**. People don't want to read, they want to do. That's why high-performing stands use content that's not just clear, but compellingly interactive. The most successful brands are blending **serious value with smart fun**: digital tools, touch tables, persona quizzes, AR demos, competitive challenges, and short-form games. These not only pull people in – they help them **learn by exploring**. And, when designed right, they help **educate, entertain, and qualify** leads all at once.

WHY IT MATTERS



Interactive content generates **2x more engagement** than static formats.

Demand Metric



Gamified experiences improve brand recall by 22% and increase visitor time by up to 3x.

Event Marketer



"Tell me and I forget, teach me and I may remember, **involve me and I learn.**"

Benjamin Franklin

PRO-TIP

Turn a standout proof point into a simple interactive tool, e.g. if you claim faster deployment, create a 30-second drag-and-drop race to 'build the future' – then compare times. It pulls people in and proves value through experience.

KEY TO SUCCESS

1. Make learning easy: Use calculators, quizzes, or configurators that teach through interaction.
2. Add a playful hook: Simple games or timed challenges spark curiosity, drive competition and draw a crowd.
3. Keep it light and fast: Design tools that deliver value in under 60 seconds — no training, no friction.

Defining your interactive tool

Spark interest, drive learning, and support conversion

STEP	WHAT TO DEFINE	QUESTIONS TO ASK	EXAMPLES
1. Purpose	What business or audience goal will this tool serve?	<ul style="list-style-type: none"> Are we educating, qualifying, comparing or converting? What should visitors know or feel after using it? 	<ul style="list-style-type: none"> Teach ROI Compare solutions Guide product selection
2. Audience	Who is this tool for?	<ul style="list-style-type: none"> Is it designed for C-suite? Tech teams? Commercial buyers? How will this persona prefer to engage? 	<ul style="list-style-type: none"> Execs = high-level outcomes Tech = hands-on logic Sales = use cases
3. Interaction Type	What kind of interaction fits the space and message?	<ul style="list-style-type: none"> Is it touch? Drag/drop? Quiz? Slider? Game-like challenge? How long should it take (ideally < 60 sec)? 	<ul style="list-style-type: none"> "Build your stack" configurator 30-second ROI challenge Persona selector
4. Content & Logic	What's the story or decision flow inside the tool?	<ul style="list-style-type: none"> What's the starting point, journey, and output? Does it tie back to our core message or demo? 	<ul style="list-style-type: none"> "Answer 3 questions to see your readiness score" "Compare your current vs. future state"
5. Output & CTA	What does the visitor get at the end — and what happens next?	<ul style="list-style-type: none"> Is there a shareable result, download, or CTA? Can it trigger a deeper follow-up (e.g. book a session)? 	<ul style="list-style-type: none"> Personal scorecard PDF "Send this to your inbox" "Book a deep-dive demo"



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Make every inch count

Give small spaces big impact with sharp focus and intentional interactions.

JMA Wireless at MWC:

See how we packed a small footprint with massive punch.

Size doesn't equal impact. Some of the most effective stands are the smallest — because they force discipline. Instead of cramming in screens and furniture, **smart stands edit ruthlessly.** Every surface, screen and seat must earn its place. With tight space, every element must drive a moment of impact. **The trap? Treating space like storage instead of story.**

WHY IT MATTERS



Personalization can **reduce customer acquisition costs** by up to 50%.

McKinsey



Engaging booth designs **increase dwell** time by up to 50%.

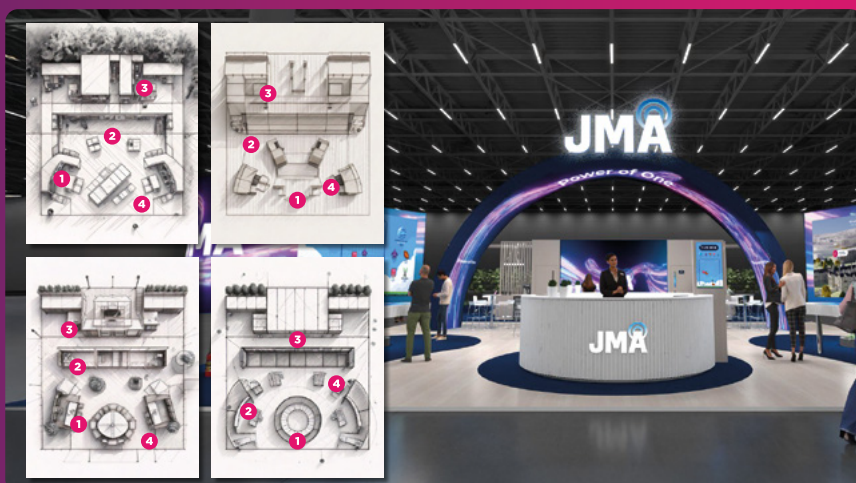
Momencio

PRO-TIP

Design your stand backwards — from exit to entrance. Start with what you want a visitor to do or feel as they leave, then work backwards to shape every prior interaction. **Try our template below** to guarantee flow with purpose, not just layout for looks.

KEY TO SUCCESS

1. Use micro-zoning: Define 2-3 mini stations with clear interaction purpose.
2. Light with intent: Use contrast to highlight key story points and create focus.
3. Prioritise the human edge: Even a single standing table can host transformative 1:1 conversations.





Extend the experience

Transform short-term attention into long-term momentum.

The most powerful part of your event isn't the build — **it's the bounce**. Too many brands treat shows as isolated moments. But real value comes when you treat them as accelerators. **Pre-show hype builds anticipation. Post-show follow-up turns curiosity into conversations and conversions.** And data helps you iterate better next time – using metrics and analytics to inform future events. Done right, **your event becomes a campaign in disguise.**

WHY IT MATTERS



50% of deals go to the **first to follow up.**
Spotio



40% of brands wait **3-5 days** to follow up, missing their prime conversion window.
Momencio

PRO-TIP

Book 30-minute follow-ups with hot prospects before they leave the stand. Having slots available on a tablet or phone for your team to offer in real-time boosts follow-up rates dramatically and cuts down on post-show ghosting.

KEY TO SUCCESS

1. Tease the experience early: Use previews, behind-the-scenes, and countdowns to drive intent.
2. Follow up within 24 hours: Reference specific interactions and provide tailored content.
3. Extend value digitally: Host replays, content hubs, digital twins and premium access to deepen engagement – and cater to those who can't attend.

30-day post-event engagement sequence

Extend the experience

INTERACTION ENGAGEMENT EXAMPLES

BOOTH INTERACTION	FOLLOW-UP FORMAT	TIMING
Played an interactive tool or game	Personalised email with result summary or badge	Within 24 hours
Joined a demo or explainer session	Email with demo replay or tailored content pack	Within 1-2 days
Had a 1:1 conversation with a rep	Follow-up email from that rep with recap or quote tile	Within 24 hours
Scanned a QR / downloaded content	Email triggered by content type or persona	Within 3 days
Visited but didn't engage deeply	Soft re-engagement via LinkedIn / ad retargeting	Within 1 week

STRATEGIC ENGAGEMENT EXAMPLES

WEEK	FOCUS	KEY ACTIONS
Week 0	Immediate Follow-Up	<ul style="list-style-type: none">• Thank-you emails• Demo/tool recaps• Teaser recap post
Week 1	Recap & Re-engagement	<ul style="list-style-type: none">• Highlights hub live• Targeted content shares• Persona-based remarketing
Week 2	Personalisation & Progression	<ul style="list-style-type: none">• SDR/BDR outreach• Webinar invite or demo deep dive• Thought leadership post
Week 3	Acceleration & Nurture	<ul style="list-style-type: none">• Comparison content• Conversion CTAs• Customer proof points
Week 4	Handover & Sustain	<ul style="list-style-type: none">• Sales qualification• Nurture path setup• Final touchpoint from sponsor



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JPC Event Performance Checklist

Our benchmarking tool helps you assess how well your event experience performs across JPC's five core principles. It's designed for use during planning, creative briefing, measurement and post-show review.

1 Start by scoring yourself between 1 (poor) and 5 (excellent) against the questions below.

Principle	Checklist Questions	Score (/5)	Total (/25)
Start with a Story That Moves	Is there a single, audience-relevant message that drives everything?		
	Does the story clearly define a customer transformation?		
	Is it specific and aligned with brand positioning?		
	Can a visitor recall this after 30 seconds at your stand?		
	Is the narrative present in every zone, asset, and interaction?		
Design the Journey, Not Just the Space	Have you mapped 2-3 typical visitor types and their needs?		
	Are zones clearly defined and purposeful?		
	Is there a logical flow from intrigue: relevance > value > proof > convert?		
	Are key messages visible from walking paths?		
	Is foot traffic guided, not left to chance?		
Create Content That Converts	Have you included a tool or interactive that teaches through doing?		
	Is there a playful hook (e.g. challenge, quiz, game) to attract interest?		
	Can most tools be used in < 60 seconds with no assistance?		
	Are interactions fun and aligned with your core value prop?		
	Are visitors learning by engaging, not just watching?		
Make Every Inch Count	Are zones clearly micro-planned (not just furniture arranged)?		
	Does every element serve a function (no filler)?		
	Are your hero assets placed for maximum visibility?		
	Is there a clear space for face-to-face interaction?		
	Is lighting used to guide attention and create emotional tone?		
Extend the Experience	Have you shared pre-show teasers or invites on social/email?		
	Can visitors book demos or meetings at the stand in real time?		
	Is there a follow-up plan within 24 hours post-show?		
	Have you created a content hub or replay centre for after the event?		
	Will data from the event inform future marketing or sales outreach?		

2 Add up each section to see how you're performing in that area.

3 If you score below 15 in an area, there's room to improve – but don't worry, we can help.



Ready to make your event unmissable?

Make every moment count.

The most memorable event experiences don't just look impressive, they perform.

With JPC's experiential guide, you now have the tools, templates and thinking to design event presences that do more than just show up. They stand out, speak volumes, and deliver results.

But, if you'd like some extra help to:



Craft a story your **audience feels**



Build **smarter spaces** with sharper flow



Turn your screens into **sales tools** and visitors into **leads**



Extend the experience **far beyond the floor**



And measure **every inch** of impact.

Then get in touch with us now to arrange your free experiential performance evaluation.

Book your free experiential performance evaluation now.



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SIGN UP NOW

Your fast-track to turning event presence into measurable impact.

Whether you're planning your next big launch, refining a key trade show, or just know your current setup isn't hitting hard enough, this is your moment to level up.

Join us for a 45-minute strategic evaluation workshop where we'll:

- Audit your existing event presence using our performance framework
- Identify missed opportunities across key areas
- Uncover simple wins and strategic upgrades to improve impact
- Share actionable recommendations based on best practice and JPC IP
- Co-create a next-step plan that will transform your event presence

Get in touch today, coordinate your session and hit the ground running.