

# Staying Connected



What's NEXT?

## *Thought Starters For The Future Of Events*

Everyone is wondering what the future of events will look like.  
*kubik* can help you develop strategies for every stage of the journey.

### **Trending**

*Whatever the future brings, we're on the leading edge of developing amazing brand experiences*

### **Start Small**

*Engagement will happen at scaled proprietary mini events; held for targeted VIPs*

### **Hybrid Events**

*Extend the reach of event programs while creating your disruption contingency plan*



# Start Small

Consider engagement in scaled proprietary mini events; from a restaurant take-over to renting a historic theater — elite experiences for a hand-picked list of VIPs may be the newest go-to marketing arena.

Mini-events have the advantage of greater focus and attention to a perfectly targeted audience.

- › VIP Launch Party
- › Hospitality Events
- › Sponsorship Activation
- › Gallery Takeover
- › Brand Activation

*Gallery Takeover*

**kubik**







*VIP Launch Party*



*Hospitality Events*



*Brand Activation*



*Sponsorship Activations*



# Trending

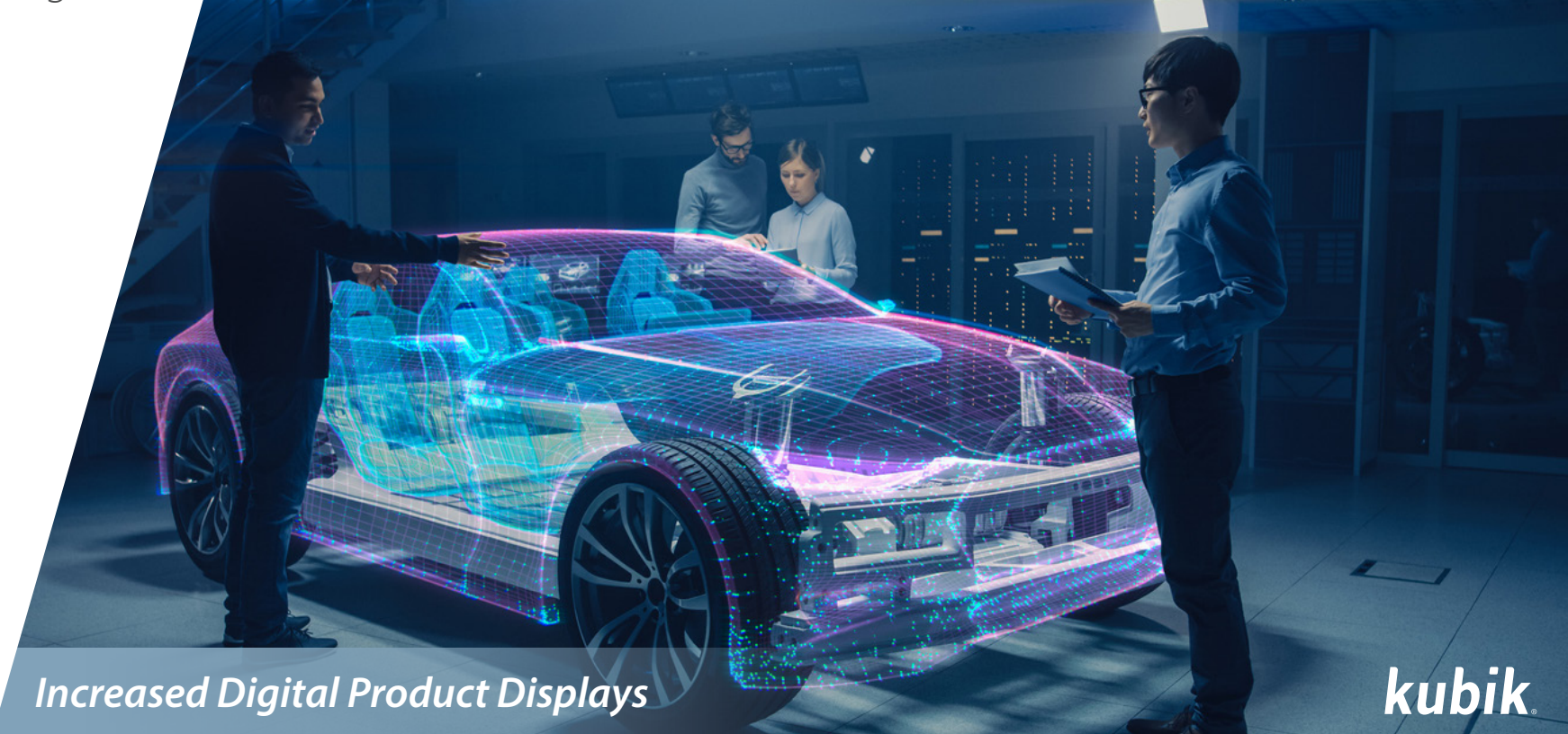
Social patterns will dictate more open plan layouts; impact how products are displayed, requiring less enclosed meeting spaces and limiting group activities. Experiences might become more linear and guided instead of free-form and open.

Whatever the future brings, *kubik* will be on the leading edge of developing amazing brand experiences.

- › Controlled Access
- › Guided Experiences
- › More Gesture, Less Touch
- › Compact Footprints
- › Spacious Demo Spaces
- › Increased Digital Product Displays



*Spacious Demo Spaces*



*Increased Digital Product Displays*





*Controlled Access*



*More Gesture, Less Touch*



*Compact Footprints*



*Guided Experiences*



# Hybrid Events

Extend the reach of your event programs while also creating an contingency plan for event disruption. Digitizing physical events to include a wider online audience with a hybridization approach, has been a growing trend that will continue. Content can amplified to a larger online audience in real time or post-event.

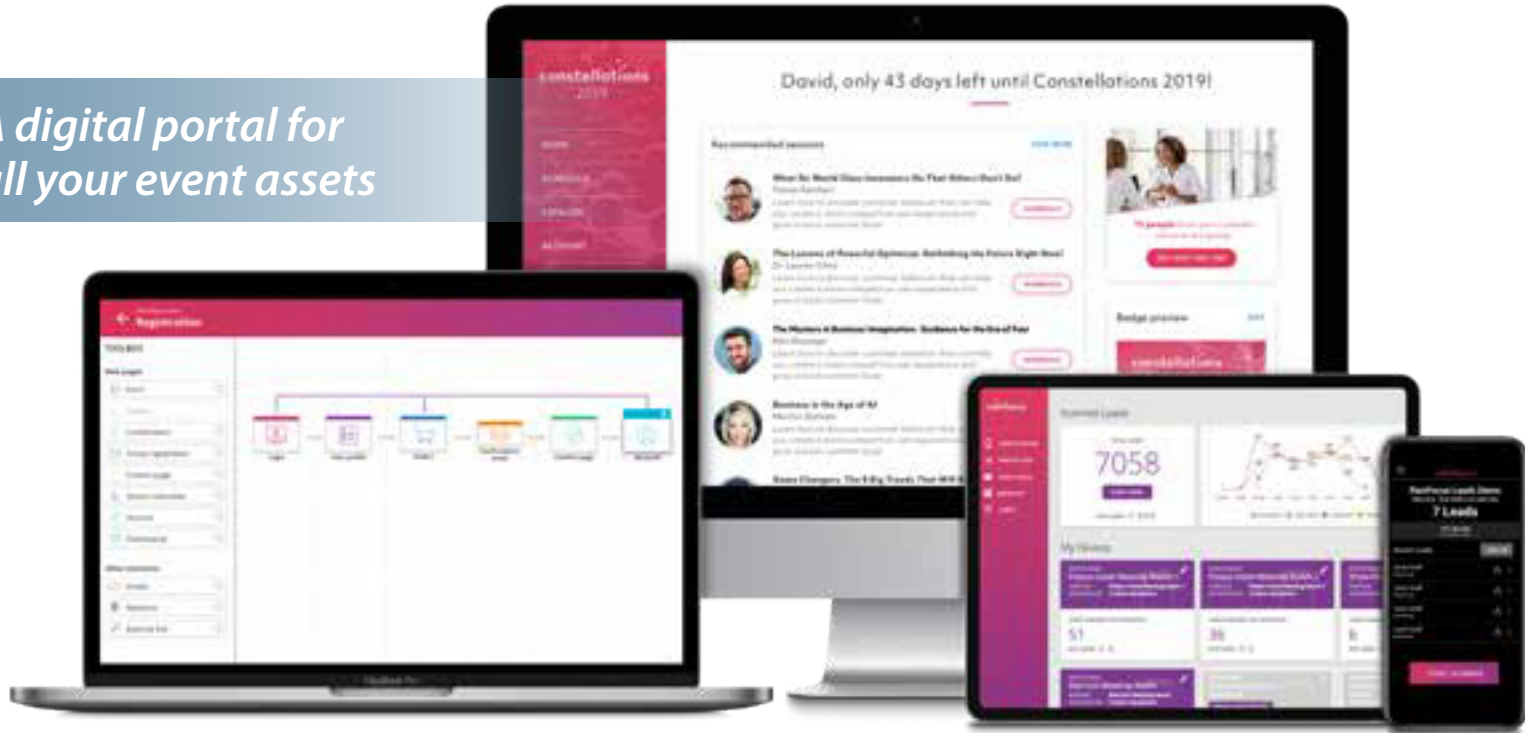
*kubik* creates digital experiences that can mirror your event content; allowing thousands more guests to access and experience your next brand.

- › Product demonstrations
- › Live launches and reveals
- › Keynote and Subject Matter Expert (SME) speaker sessions
- › Access to VR capable 3D models and other content
- › Real time conferencing/meetings with on-site experts
- › Social and CRM platform capability





*A digital portal for  
all your event assets*



*Access technical product specs*



*Download prerecorded  
demos & SME presentations*



*Meetings with  
onsite experts*



*Livestream keynotes, sessions  
and product launches*





# *Staying Connected*



**NOW**



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**NEXT**

Creating the environments  
and experiences that bring  
people together



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