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Empathetic Marketing

Capturing Attention & Cultivating Connections

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Kate Pojeta
she or they
Director, Meetings & Technology

2



Kara Nacarato

she, her, hers

Director, Development &
Special Initiatives

3



Aaron Wolowiec

he, him, his

Learning/Meetings Strategist
Certified Facilitator/Mentor Trainer
Author, Coach & Speaker

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Participant Introductions

In the chat box, please share:

What piques your interest about today's session on ***empathetic marketing***?

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Zoom Refresher

- **View:** Toggle between speaker vs. gallery view
- **Mute:** Mute yourself when not speaking and state your name before speaking
- **Video:** Enable your video to the extent possible
- **Chat:** Engage with one another via "Chat" and direct messages to "Everyone"
- **Reactions:** Utilize "Reactions" as non-verbal communication
- **Rename:** Rename your tile with first name and organization

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Housekeeping

- We're scheduled to be together for the next 90 minutes
- Take care of your needs and those in your care
- We'll be sharing our resources with you following the session (e.g., PPT, links)
- You're welcome to take screenshots of content
- This is intended to be an interactive session
- We encourage your questions, insights and resources

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Agenda

- Introduction and context
- CARE model
 - **C**onnect
 - **A**ssess
 - **R**espond
 - **E**volve
- Assessment/activity breaks
- Diversity, equity and inclusion
- Wrap-up

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Creativity: How does it start?

- Creativity begins with a foundation of knowledge
 - Having a deep understanding of a topic allows you to evaluate all sides
 - The intersection where marketing meets your industry is prime real estate for creativity
- We learn to be creative by:
 - Experimenting
 - Exploring
 - Questioning assumptions
 - Using imagination
 - Synthesizing information



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Creativity: How does it start?



The need for change



Innovation is born out of necessity



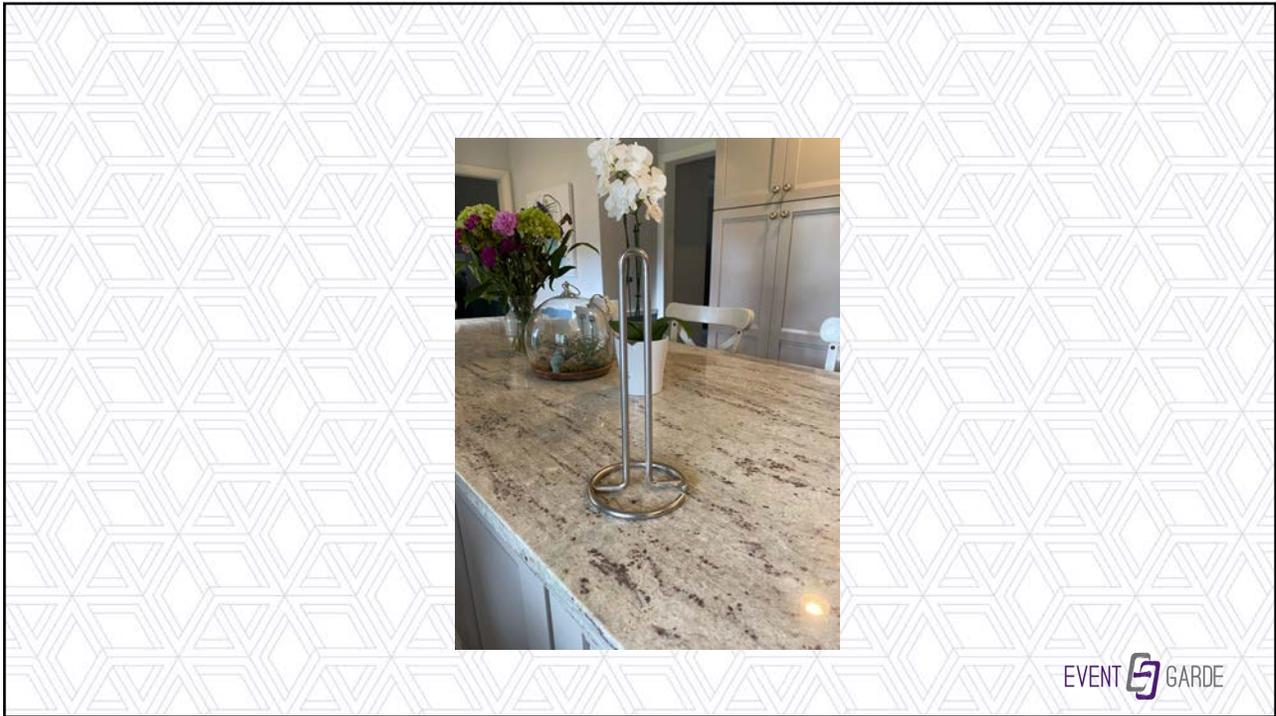
Minimal/scarce resources



External factors pushing you to stretch

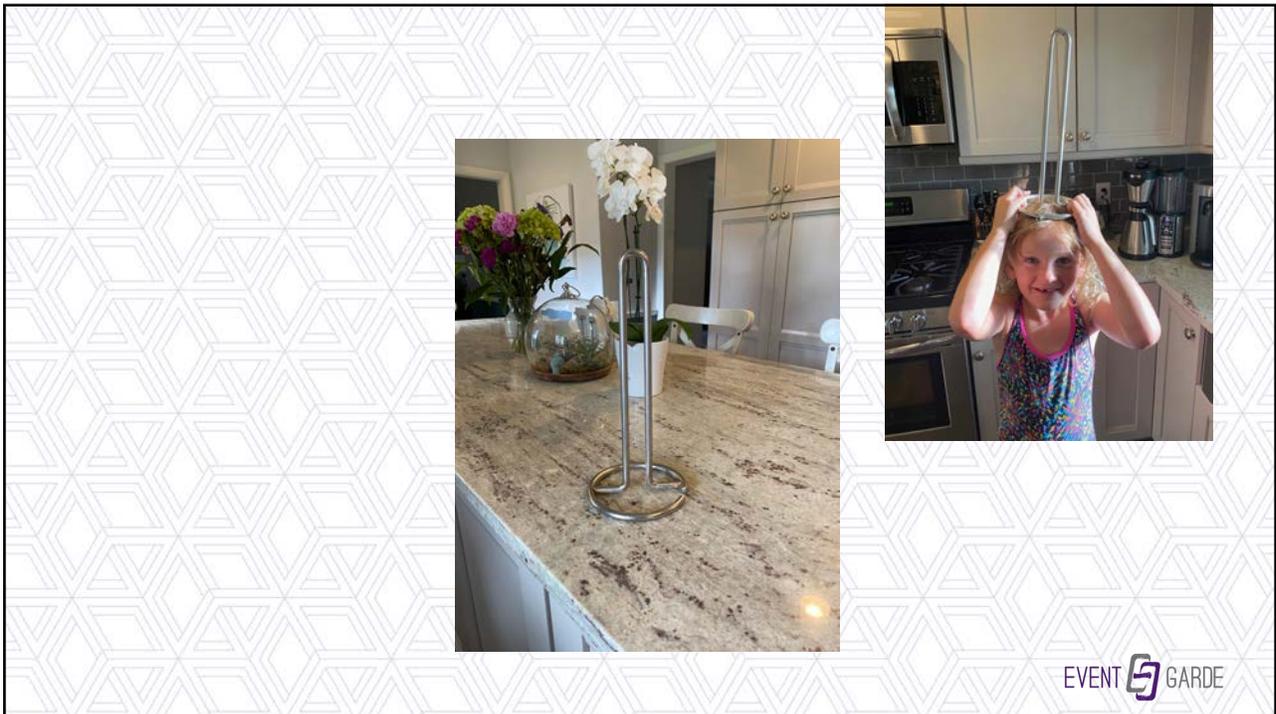
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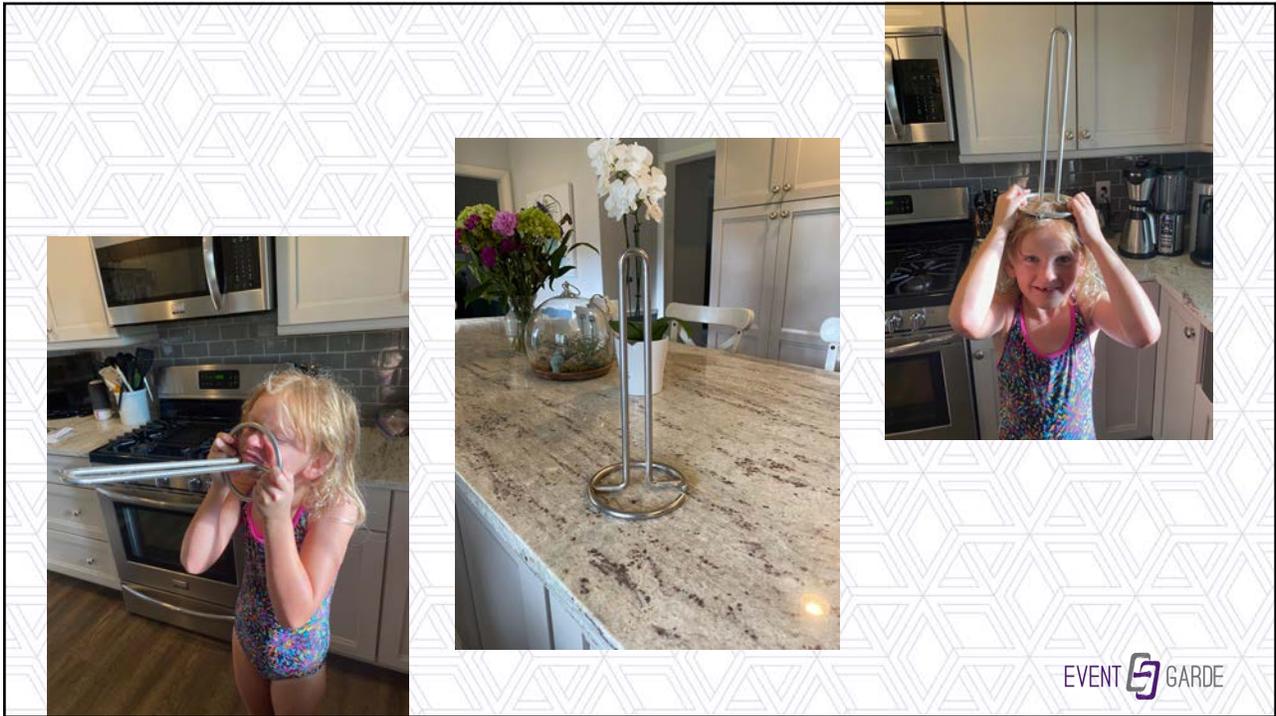
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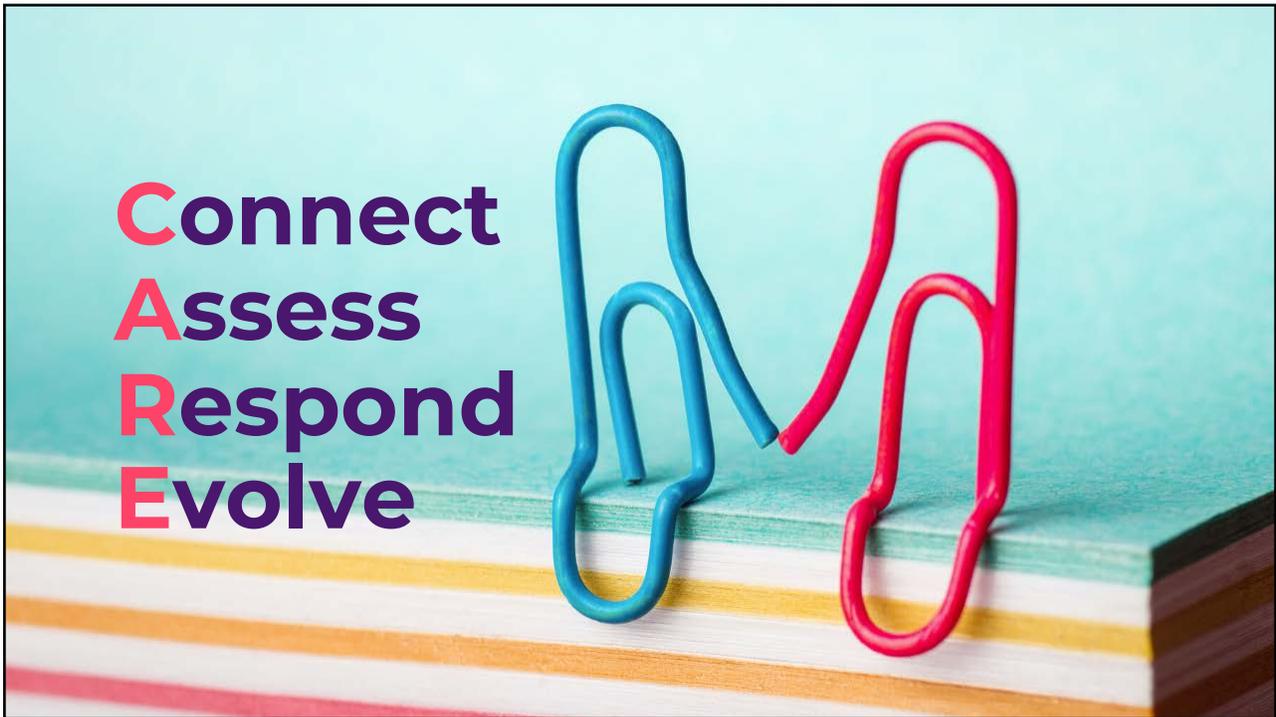


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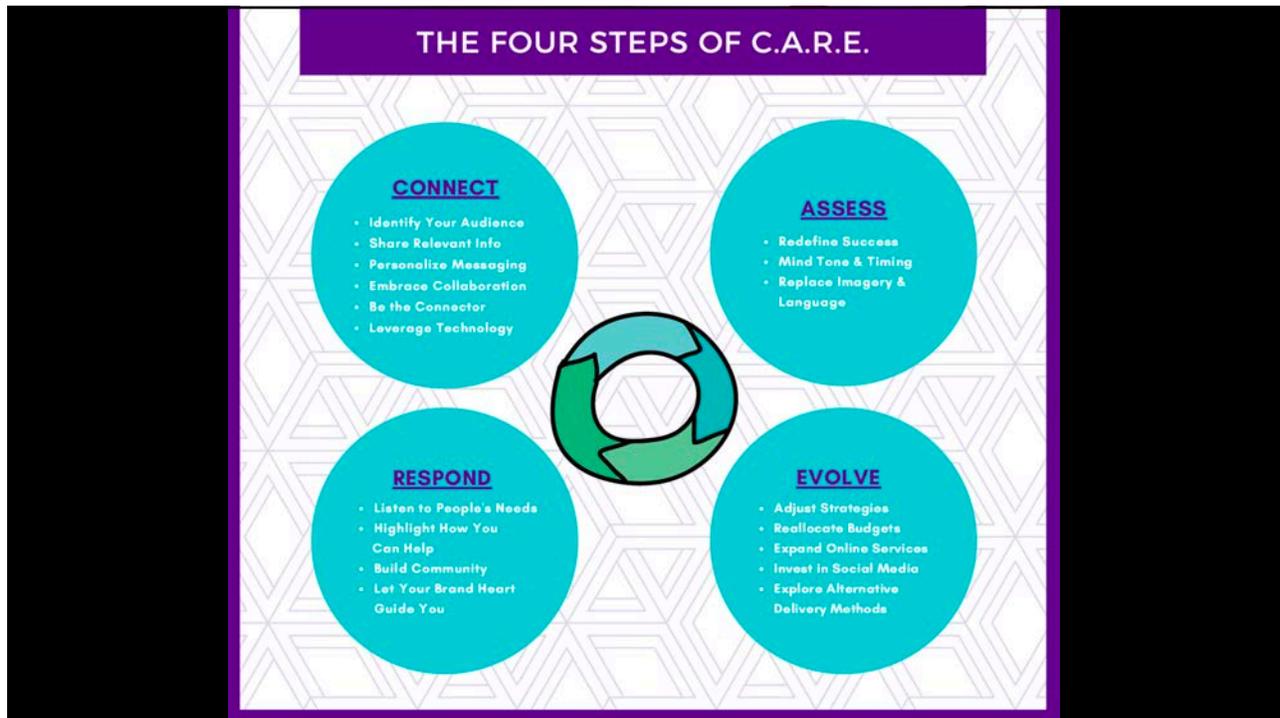
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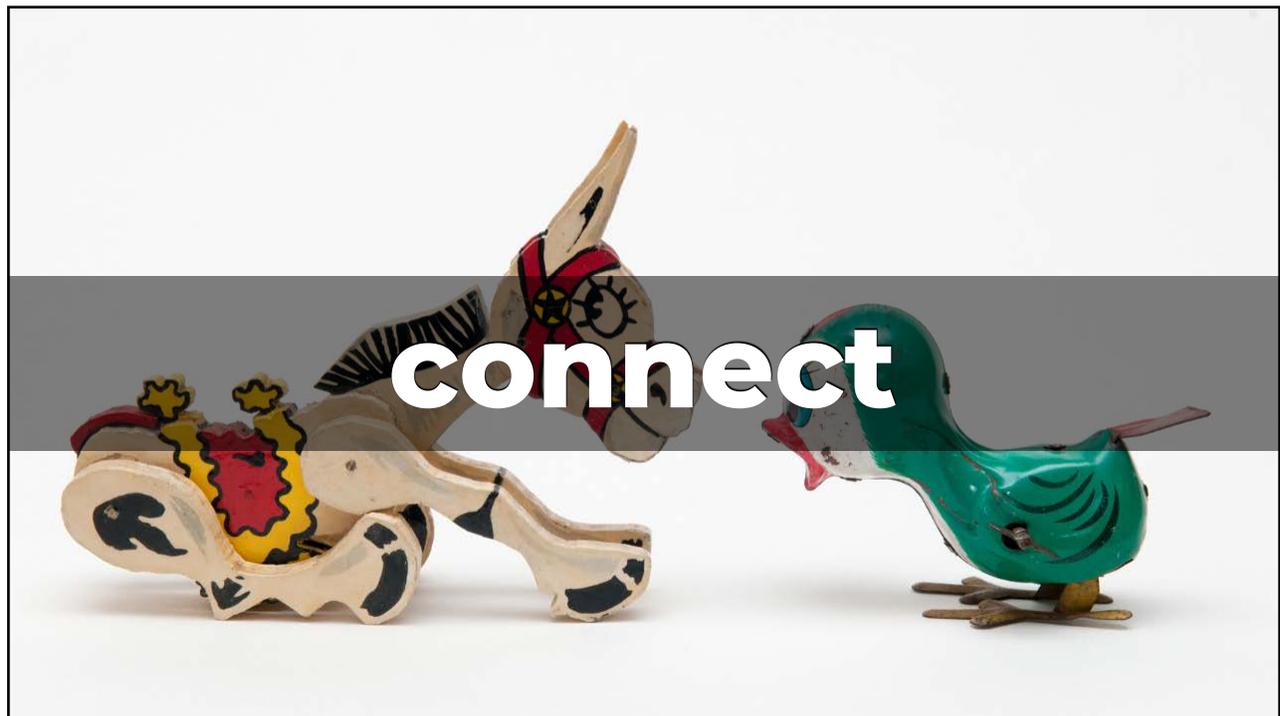
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Identify your audience

- Clearly identify and segment your:
 - Internal stakeholders
 - External stakeholders
- Verify you really need to communicate with each audience segment (and eliminate those on the periphery)
- Build simple audience personas
 - Identify their preferred communication vehicles
 - Determine best days/times for delivery
 - Articulate the needs of each audience segment

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Empathy Map Canvas

Designed for: _____ Designed by: _____ Date: _____ Version: _____

1 WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

GOAL

2 What do they need to DO?
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

6 What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second hand?

7 What do they THINK and FEEL?

PAINS
What are their fears, frustrations, and anxieties?

GAINS
What are their wants, needs, hopes and dreams?

What other thoughts and feelings might motivate their behavior?

3 What do they SEE?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

5 What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?

4 What do they SAY?
What have we heard them say?
What can we imagine them saying?

Last updated on 16 July 2017. Download a copy of this canvas at <http://gemstraining.com/empathy-map/> © 2017 Dave Gray, xplan.com

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Amy Jones

"I want to present tidbits of content in a visually exciting way. It is very rewarding to educate the public about what we do and why it matters."

AGE	34	ORGANIZATION	NGO
GENDER	Female	COMPANY SIZE	Small (<50)
STATUS	Married with 2 kids	OCCUPATION	Communications Manager
LOCATION	Boston, MA		

PERSONA BIO

Amy is passionate about promoting social good, and her work allows her to do what she cares about - raising awareness for a worthy cause. She enjoys her day-to-day job with a small and tight-knit team, but it comes with challenges.

While her organization has high aspirations for communication, she is tight on budget for media production. Amy is challenged to come up with compelling, innovative content at a low cost. While she has some basic graphic design knowledge, she is not proficient enough with advanced Adobe tools to create designs fast enough for her company needs.

Outside of work, Amy enjoys cooking organic, vegetarian food, doing Yoga and learning creative skills.

GOALS

- Educate the public about organizational vision
- Convince stakeholders about organization's value
- Create professional looking content with speed

FRUSTRATIONS

- No budget to hire creative agency
- Time poor to learn graphic design from scratch
- Challenged to simplify complex ideas with easy to understand content

MOTIVATIONS

- Professional Recognition
- Being Creative
- Perceived Competency
- Efficiency At Work
- Save Money
- Learning

Desired Product Quality

Affordable

High Quality

Reliability

Easy to Learn

Versatile

Media Consumption

Google Search

LinkedIn Groups

Industry Newsletters

Public Radio

Social Media

BRAND AFFILIATIONS





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Personalize messaging

- Put yourself into the shoes of each audience segment
- Tailor messaging to each audience's unique needs
- Consider what messaging you're putting out on each platform (e.g., LinkedIn vs. Facebook)
- Phase out blanket/universal language and generalized templates to the extent possible
- Foster feelings of connection and compassion
- Determine when real-time messaging is needed and identify appropriate staff time/resources to support

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Leverage technology

Explore technology options that will allow you to:

- Automate, schedule and streamline operations
- Reach each audience segment effectively and efficiently
- Pull scheduled messages should circumstances change
- Maximize staff capacity
- Minimize team burnout

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Crowdsource activity.
What technology options have you found most helpful in your marketing and communication efforts over the last year?



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Be the connector

- People are overwhelmed with information
- Collect, synthesize and share the most relevant information
- Connect people with one another based on similar interests
- Collect and share crowdsourced solutions and resources from your key audience segments
- Provide context for greater industry-wide challenges

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Embrace collaboration

- Partner with internal and external stakeholders
- Identify the right opportunities to partner with competing/complementary organizations in your industry
- Engage across industries where appropriate
- Reach out to your counterparts in other states
- Expand reach to new audiences
- Consider partnerships with non-traditional audiences

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Redefine success

- Convene staff and key volunteers to review strategic marketing and communication plans
- Revise goals and expectations to realign with the current environment
- Communicate outcomes with key stakeholders
- Remain nimble
- Evaluate next steps often as conditions shift
- Continue what's working; eliminate what's not

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Replace imagery and language

- Swap out visuals to remain relevant under current circumstances
- Reframe marketing language to describe close interactions (e.g., work hand-in-hand)
- Perform a thorough review of all content across:
 - **Assets** – print, email, social media, video, website, etc.
 - **Publications** – blog, directory, magazine, newsletter, whitepaper, etc.
- Provide staff with training on simple communication tips (e.g., empathetic subject lines, greetings and closings)

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Be mindful of tone and timing

- Amplify your unique value proposition whenever possible
- Keep people informed, but don't add to any panic
- Avoid overly dramatic language
- Confirm the information is credibly sourced
- Check to ensure messaging is on target
- Avoid hard sells or bragging
- Monitor the frequency of messaging
- Determine the right days/times for delivery (per audience segment)

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Listen to people's needs

- Provide multiple avenues for your key stakeholders to share with you their needs
- Don't be afraid to ask the hard/emotional questions
- Review analytics to discover how people are engaging with you and with one another
- Look for emerging patterns that can help inform steps for further engagement/support
- Don't underestimate the data

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Crowdsource activity.
What ways have you found most successful to elicit input from your audience segments about their needs in the last year?



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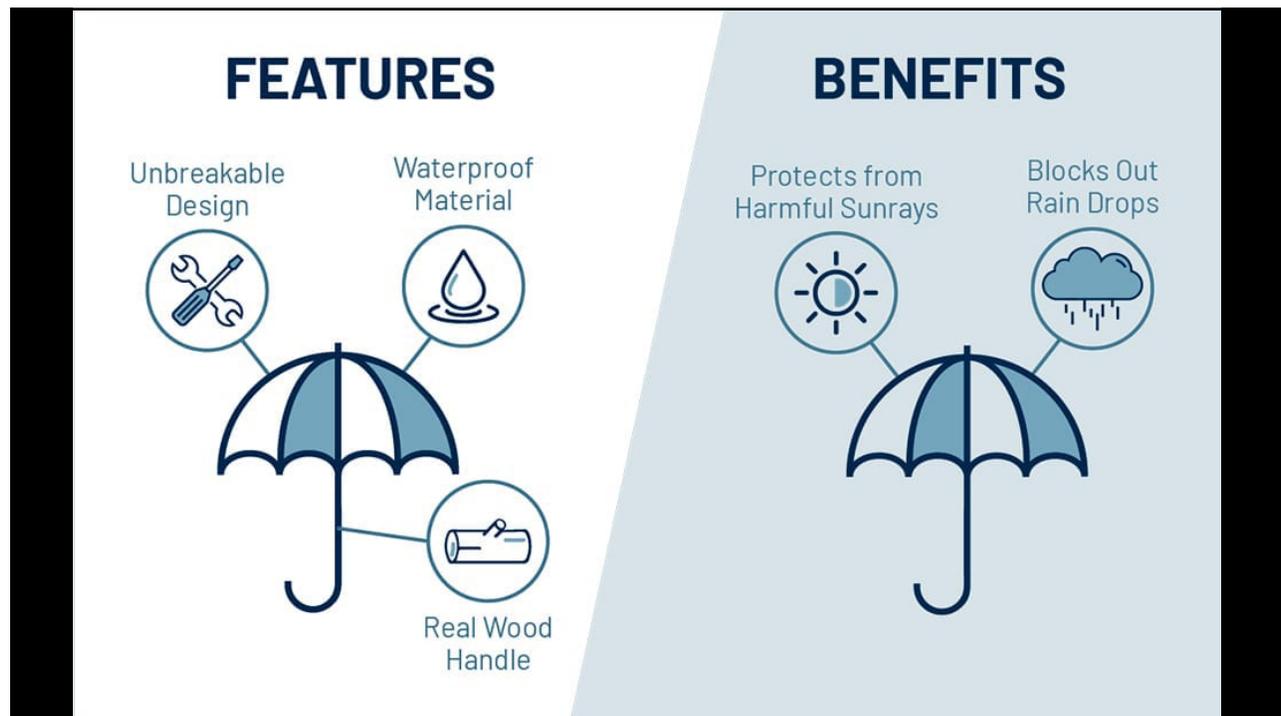
Highlight how you can help

- Clearly communicate new and existing benefits (vs. features)
- Link people to important industry updates and resources
- Create helpful content that is:
 - Educational
 - Entertaining
 - Inspiring
- Demonstrate value with stories, case studies, photos and videos



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Build community

- People are always looking for ways to connect, but even more so in the last year
- Connect key audience segments with the myriad ways your organization supports community (e.g., online community, idea swaps)
- Create opportunities for members to share their stories
- Recognize contributors with contests and incentives
- Identify ways to help the larger community through volunteer/charity work

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Let your brand heart guide you

- Demonstrate support and appreciation for your existing audiences
- Thank loyal members, sponsors and exhibitors
- Go above and beyond to fill customer needs
- Embrace new/expanded audiences
- When in doubt, align marketing/communication strategy with mission, vision and values

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Brand Don'ts



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Brand Don'ts

- Going on with “business as usual”
 - Certain advertising efforts
 - Automation: Emails, campaigns, etc.
 - Hard sells; inflexible policies
 - Irrelevant products/services
- Insensitive word choice and content in poor taste
- Flooding email inboxes
- Using scare tactics to build your business

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Brand Dos



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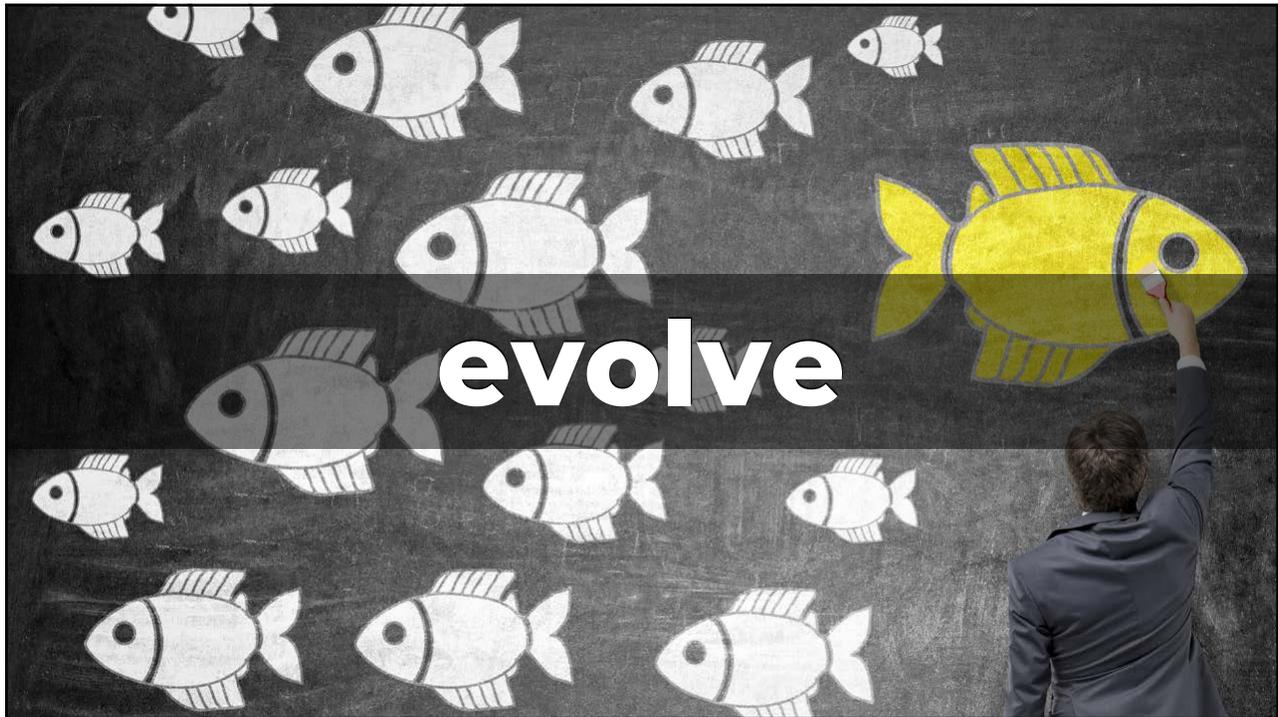
Brand Dos

- Adjust your tone in content; offer silver linings
- Be intentional about the content you're sharing and word choice
- Give leeway when possible (e.g., refunds)
- Give back to your members and the community
- Offer free or discounted *relevant* products and services, where possible
- Prepare for the future

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Adjust strategies

- Adjust annual marketing strategies and plans to meet current needs
- Continue to redefine, measure and report on success
- Push timelines for campaigns or launches that might get lost
- Double down on what's working; get rid of what isn't
- Double check automated social media posts from time to time to ensure relevance
- Eliminate messages for which tone or scope may be off

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Reallocate budgets

- Review the marketing budget on a regular basis
- Identify relevancy/deliverability of print efforts
- Shift print to digital, where appropriate
- Beef up digital line items to meet current needs (e.g., SEO, social media)
- Explore the feasibility of new digital platforms if aligned with marketing strategy/audience preferences
- Consider new ways to reach members (e.g., mailed promotional boxes)

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Expand online services

- Promote existing online services (e.g., online community)
- Expand virtual offerings – both to educate and to build community (e.g., association chats, happy hours)
- Create space on your website for urgent/emergent news and updates
- Ensure the deliverability/accessibility of digital and/or print communications



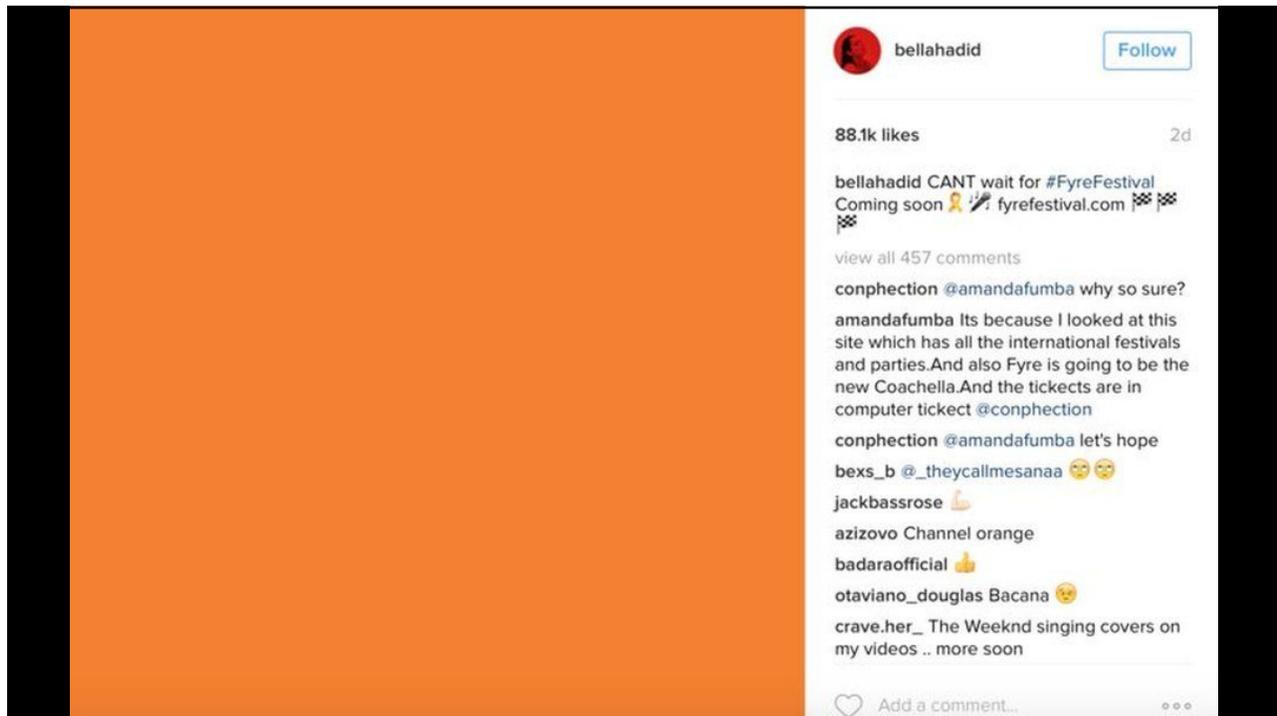
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Invest in social media

- Take stock of the social media platforms you and your members were already using
- Experiment with new opportunities, as appropriate (e.g., Facebook/Instagram Live)
- Enlist key supporters as social media influencers
- Provide these partners with a simple media toolkit
- Partner collaboratively with influencers on key association campaigns
- Explore and evaluate new formats (e.g., interviews, games, polls, competitions)



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Explore alternative delivery methods

- Inventory current delivery methods
- Identify opportunities for new delivery methods based upon member needs/preferences
- **For example:** Consider short, digestible videos to:
 - Open lines of communication
 - Stand out from the crowd
 - Connect members to leadership and important information

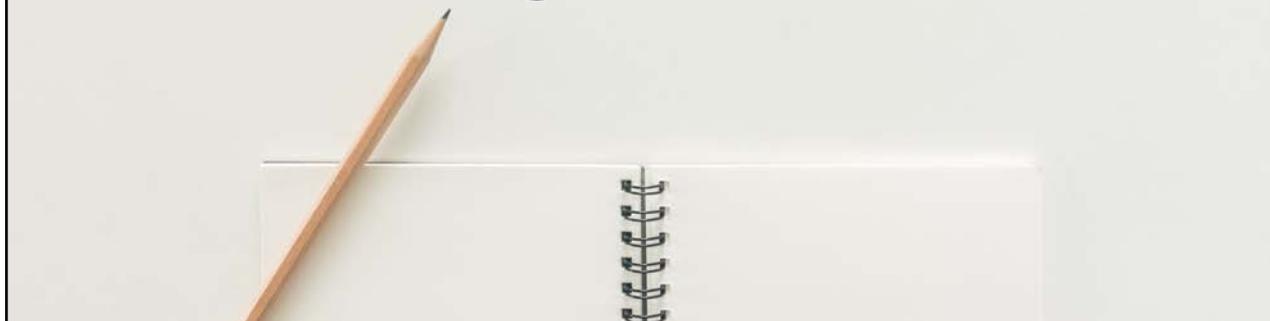
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Crowdsource activity.
What are your tips and tricks for recording and sharing videos that get noticed by your key audience segments?



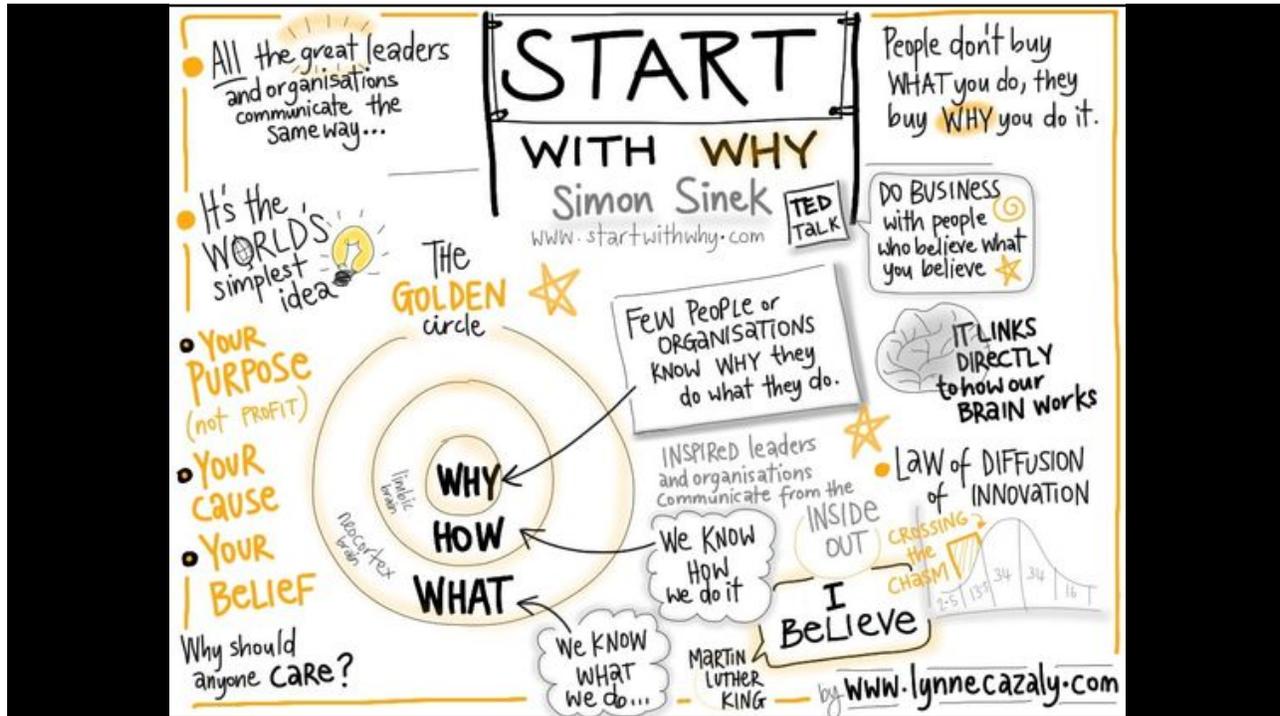
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Explore new opportunities

Sample Differences

Race/Color
 Gender
 Socioeconomic Class
 Education Level
 Religion
 Physical Appearance
 Age
 Sexual Orientation

Sample Applications

Graphics
 Pictures
 Verbiage
 Featured stories/
 testimonials
 Accessibility

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Questions to ask yourself

- Are all members of your community able to participate or engage with your work?
- Who you are including?
- Who are you potentially excluding?
- Who is represented in your stories?
- Who gets to tell your stories?
- How are you requesting feedback to gauge your progress?
- What do you want people to know?
- How do you want people to feel?



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