

# flawlessly roll out your event branding strategy

**Identifying the branding of an event is an important step during the marketing process. From designing logos and selecting colors, to brainstorming mottos and key phrases, all help set the tone for your event, as well as attract and build trust among your attendees. No matter the type of event you create a branding motif for, it needs to be professional, high-quality and unique to your event's intended look and feel.**

But once you've create and selected these crucial items, there's still another important part to your branding process; implementing it across your whole event. You may immediately think about things like signage, programs and business cards, but it's important to not neglect your digital presence. It's so much more than slapping your logo on your website's homepage.

Three important things to remember when implementing your branding online is: to be consistent across your entire marketing strategy; create and reuse templates with your branding; and to not forget about your event branding presence on mobile devices.

**Be consistent across your entire marketing strategy:** When implementing your branding, consistency is the number one factor when wanting to look professional and

appealing to attendees. Your event website, registration pages, social media profiles and emails – you name it, make sure everything is cohesive and updated, whether it's a new event, or you're updating branding for an annual event.

Besides painting that picture of a modern, organized event, having consistent branding builds trust and positive expectations for your attendees. From researching your event, to typing in their payment information, you don't want to have attendees (especially new ones) second guess your credibility because something seems off or outdated about your event's representation online.

**Create and reuse templates with your branding:** One of the easiest ways to keep up with consistency is to create templates with your branding, so that no matter who on your team needs to add a new webpage to your website or create a promotional email, your branding is already formatted to your preferences.

Along with increasing consistency, by creating templates you're also saving staff valuable time and money, as any important or urgent information that needs to be posted online or sent out via email can be completed in minutes. Also, many times these templates as they are, or at least the majority of the content, are reusable and adaptable year after year for annual events.

**Don't forget about your event branding presence on mobile devices:** Along with your presence online and in your communications, remember to make branding a priority on your event mobile app. With more and more attendees utilizing apps throughout their entire event experience, you

want to make sure that yours reflects the amazing look and feel you put together during your original branding development.

This is another area where attendees want to feel secure with their personal and possibly their payment information as well. If your app branding is consistent and professional, then more attendees will be excited to use it.



## remember to:

1. Make branding consistent across your entire marketing strategy
2. Build templates to make creating content simple and quick
3. Don't forget to about applying event branding to your mobile experience

## event branding should be:


1. Consistent
2. Reusable
3. Mobile friendly

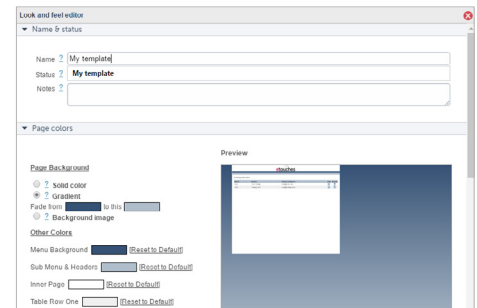
Maintaining brand consistency across all event communication and content allows you to establish trust and reliability with your attendees. Through the etouches platform, planners are able to utilize customization features to align their event website, registration page, mobile app and other event aspects.

## 1. use your own branded template across all your events

From your event website to the registration confirmation page, maintaining brand consistency throughout the attendee journey is very important.

- In your account settings, click on the "database & templates" tab and select the "look & feel" tab
- Click on the "add look & feel" button to create a new template
- Name your template and define colors for the background and menus, as well as the font style & colors for headers, links and standard text
- Upload your event banner and click on the "save & exit button"
- In the registration module, you will be able to select your template in the "look & feel" tab
- In the website, networking or abstracts modules, the "look & feel" tab will allow you to use registration settings

 *Did you know you can also add CSS to your templates to further customize every aspect of your event pages?*

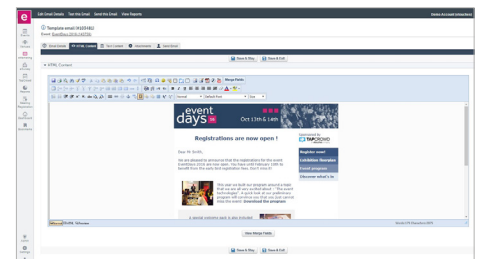


## 2. create and reuse HTML email templates

When an attendee opens one of your emails, they should be able to identify your company/event right away. Luckily, ensuring this recognition is super easy.

- Hover over the marketing module icon and click on the "create email" tab
- Build your email by creating a table and define the font style & color in the table properties, within the "style builder" section
- Use the "image" icon in the email editor to insert a banner or logo
- Once your email template is ready, click on the "save and exit" button
- Each time you need to create a new email, simply clone your template and fill it in with new content


 *Save time! You can even use your marketing templates in your events by copying the code and pasting it into emails in the "event email" section of the registration module.*



## 3. showcase your brand within your event mobile app

Your event mobile app is an extension of your brand during your events. Your attendees will open it several times per day and it is a great opportunity for you to improve brand awareness.

- Click on the mobile app tab and select your app
- Click on the "appearance" tab and click on the "advanced" button to select colors & fonts matching your branding
- In the settings list, you will also have the opportunity to upload your logo at many different places within your app: app icon, splash screen, navigation bar, default image, watermark for shared event pictures, app store promo banner, etc.
- Click on the preview tab to preview your changes

 *You can also add your logo to any documents that you will upload in your app such as the exhibition floorplan.*

