

Freeman<sup>7</sup>

# Worksheet: VR, AR, and more

Cover every detail of your  
immersive exhibit experience

Immersive experiences hold exciting new possibilities for in-person and virtual exhibits, but are you ready to jump in? Use this worksheet to start solidifying your strategy.

These tips and tricks will help you get started with best practices in mind. Use the notes sections to capture your ideas, sketch out rough plans, or even start a to-do list for your newly immersive exhibit.

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# Get to know your goals

Investing in immersive experiences without knowing the goals for your booth is putting the cart before the horse. Here's what you should do instead:

- Develop clear, measurable exhibit goals that are tied to the overall marketing goals for your organization.
- Find the immersive experiences that fit your booth strategy and help you achieve success.



My goals are:

My success metrics are:

# Testing, testing!

Working out the bugs on the opening day of your [virtual event](#) or trade show booth is too little too late. Make sure you go through multiple testing periods in environments that are as close to the experience as possible. Some things to watch for:

- Any glitches or hiccups that can ruin the immersive illusion
- Interactive components and programming that don't run smoothly
- Misspellings, poor image quality, or other branding mistakes
- Issues with the output of your experience, like photos, PDFs, etc.
- Wi-Fi and bandwidth
- Lighting
- Electrical/batteries

### Ideas for testing:

# Define the details

Regardless of the immersive approach you use, logistics can be a hassle.

Nobody wants to be the brand that held up half the show floorshow floor or whose virtual platform was glitchy, so plan accordingly. A few things to consider for a seamless, enjoyable experience:

- Keep health and safety top of mind.
- In-person traffic control! This is key when it comes to shuttling people in and out of the experience, as well as through your booth.
- Offer charging stations and security for attendees, so they can lose themselves in the experience without worrying about bags or devices.
- Ensure that devices will be regularly charged and maintained (including wipedowns!) during the activation.
- Nothing kills immersion like a dead battery or dirty screen.
- Consider how and when to gather attendee info.

**What to plan for in my booth:**

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# Dive into data

Immersive experiences aren't just exciting opportunities for audience engagement; they're also opportunities to gather useful data. Collecting and analyzing this data will give you truly specific audience insights.

Some possibilities:

- What elements of your activation garnered the most attention?
- Which social media networks did your visitors use the most to share their celebrity photos?
- What digital showcase content was most frequently read?
- How many leads were collected, and what was their quality?
- How many people logged on, and what areas of your virtual experience did they visit most frequently and/or return to?

Ways I could use data:

- ☐ Persona development
- ☐ Audience segmentation
- ☐ Redefining strategy
- ☐ Proving ROI
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

# Don't use guesswork

Immersive technology is one area where “winging it” can completely sink your ROI. Instead, rely on experienced partners who will help you create an engaging immersive experience that works with your budget and delivers value for your in-person or virtual exhibit.

## Things to ask your technology partner:

- ☐ Can I see examples of your work that align with what I'm trying to accomplish?
- ☐ What immersive virtual experiences did you create in response to the pandemic?
- ☐ How can I reuse an immersive experience at multiple exhibits?
- ☐ What kinds of data will I get out of an immersive experience?
- ☐ What kinds of results have previous clients received from their experience?
- ☐ Can this work for both in-person and virtual audiences?
- ☐ \_\_\_\_\_
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- ☐ \_\_\_\_\_
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# Ready to immerse your brand in awesome?

[Request a consultation](#)

[Download our ultimate guide](#)

**Freeman is a global leader in events.** Whether virtual, in-person, or hybrid, we are on a mission to redefine live for a new era. With a data-driven approach and the industry's largest network of experts, our insights shape exhibitions, exhibits, and events that drive audiences to action. Our integrated full-service solutions leverage a 100-year legacy in event management as well as new technologies to deliver moments that matter.

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