#### CREATIVITY



Is seeing what everybody sees, but thinking what no one else thinks.







In these difficult times, it is important to keep up the courage and have faith in the future. Every activity, every action we do has to become a building stone of a bridge towards a world post-covid19. As a creative service provider, we want to help build that bridge.

The project we propose to you in this creative deck is an 'instrument' that can offer a solution to virtually any event communication briefing for any target group. It makes it possible to realize a fun and unique but above all safe brand experience, even in case of a possible tightening of the covid19 prevention measures.

This is no rocket science, just another approach which hopefully can help some of us get back on track.

We share this emotioneering concept with you, it has no commercial purpose, it is not finished, it was made to inspire, give a different angle. It is up to you to evaluate and use it, make it grow or adapt it completely, or simply use it as an inspiration for brainstorming from a different angle.

Major advertisers see their presence at consumer and professional fairs fading away. Large launches, brand activations, informative campaigns, product launches... they are all on hold or cancelled waiting and hoping for an improvement of the covid19 situation. Let's be honest: no company will take the risk to really start organizing unless a vaccine is largely distributed.

BY WORKING TOGETHER I AM CONVINCED WE CAN BUILD THAT BRIDGE TO TOMORROW.

#### WE ONLY SET TWO CONDITIONS FOR THE FREE USE OF THIS IDEA

- 1. INVOLVE AS MANY LOCAL PRODUCTION PARTNERS AS POSSIBLE
- 2. SHARE SOME PICTURES/RESULTS WITH US TO BE ABLE TO MEASURE THE IMPACT

Attention: as we did not develop the concept for a specific briefing, as it is up to you to now develop in detail and make the concept your own for your client, obviously we can not be liable in any way for the way the project is developed nor produced, nor can we be accountable for the results on investment. This does not mean that we don't believe in the format presented.



#### WE BELIEVE IN SHARING

## BECAUSE WE CARE

#### **FEEL FREE TO USE THIS IDEA**

We want to share this idea, because we believe that it is most important that we can all get the sector going, and that we all involve each other and make the best use of everyone's talents.

Maybe you can do it all on your own, but by passing on a part of our assignment to the experts and partners who, like all of us, are struggling in these troublesome times, we can make a real difference and come out stronger all together.

That is why we make this idea publicly available, for all to share, to use, to adapt and to enrich, to work out tailor-made solutions for your clients, together with your partners.



We can play a role in this as your creative partner, scriptwriter, director emotioneer? If so, we'd love to get on board. However for us it's more important that our great sector comes to life again, even if this idea is realized by someone without our involvement.

**No obligation whatsoever**. If the sector is up and running and trust can slowly return to the clients through good and safe ideas, this will ultimately be to the benefit of all of us.







## IN THESE TROUBLING TIMES THE CONCEPT COULD GIVE ANANSWER TO

ANY KIND OF CLIENT
ANY PRODUCT OR SERVICE
ANY MESSAGE

WITH AN INTENSE BRAND

EXPERIENCE
A MAXIMUM 2 HOUR EXPERIENCE
FOR ANY TARGET AUDIENCE
DEEPDIVING INTO THE SUBJECT
LIVING THE BRAND

ALLOWING SAMPLING
ALLOWING A CATERING MOMENT

A UNIQUE EXPERIENCE INTENSE STORYTELLING IN ALL SAFETY.





Architectof **EMOTION** 

#### **OUR LIVES HAVE CHANGED**

Ever since the first reports of the COVID19 outbreak in Wuhan China, life has changed more every day: the rapidly growing sense of fear for our health, the concern for our loved ones, the economic deadlock, the constantly changing regulations, the overall uncertainty. The way we interact socially is limited, mouth masks are still the simplest of all adaptations, social or physical distancing rules made the organization of events in any form a very serious important and seemingly impossible challenge.





#### 04/01/2020

The WHO-World Health Organization reports on a cluster of pneumonia cases – with no deaths – in Wuhan, Hubei province, China.

#### 11/03/2020

The government announces that the virus has claimed its first death. Two more patients die later this day.

#### 24/04/2020

Next phase of exit strategy starts. Companies can start work again when respecting health rules. Events of any kind are still forbidden.

#### 05/01/2020

WHO publishes the first official Disease Outbreak
News on the new virus both to specialists and to the large public.

#### 13/03/2020

Schools close, curfew for catering, only essential shops remain open. For the first time excess in mortality is observed.

#### 18/05/2020

Next phase of the exit strategy, still no events allowed, tourism starts slowly. 9150 people did not survive the pandemic.

#### 30/01/2020

WHO reports 7818 total confirmed cases worldwide, with the majority of these in China. First risk assessment: very high for China, high at global level.

#### 30/01/2020

Hard lockdown, borders are closing, only essential companies continue work, 'stay in your room' strategy. 80% mortality raise, > 1500 infections / 170 deaths/day.

#### 01/07/2020

Borders open under certain conditions, tourism starts. Population has a hard time respecting the rules.

#### 03/02/2020

The COVID19 crisis becomes very real: SARS-CoV-2 is detected in one of the nine Belgian evacuated persons who from the Chinese city of Wuhan.

#### 12/04/2020

The pandemic reaches its peak in Belgium with 343 deaths per day. The lockdown is starting to have its effect.

#### 01/03/2020

The spread of the virus is accelerating caused by the many people who returned from skiing holidays in northern Italy.

#### 15/04/2020

The first phase of the soft lockdown begins: DIY stores and garden centers may reopen first.

#### 10/07/2020

Events can take place under conditions within CERM matrix model, 200p indoor / 400p outdoor. Perspective of doubling in August.

#### 21/07/2020

64.094 confirmed COVID-19 & 9805 deaths. No further exit for events. Likely towards (soft) lockdowns.





#### **NEW OUTBREAK THREAT & ENTANGLEMENTS OF RULES**

The freedom granted by the exit strategy and the lack of precautions respected by lots of people, combined with international tourism, a new rise in infections and mortalities appears, presenting a bad yet realistic omen for a new COVID19 outbreak. The rules for events will not be loosened, but very likely tightened: another setup back for everyone active in the event market.

#### CERM MODEL AND COVID19 CODE OF CONDUCT AS ESSENTIAL TOOLS

Hard work was done by the trade associations to come up with their own evaluation model for the organization of COVID19 proof events. Although CERM and code of conduct are sound instruments for organizing public gatherings (events) in a professional wat and as safe as possible, **the organization remains a difficult and costly solution, especially because of the limits on the number of participants** (high cost per contact) and the risk involved (limited to no guarantees the event can ultimately take place).

#### **COMPANIES WANT GUARANTEES**

Clients and companies want guarantees that their event can continue in safe conditions, that the risk of an outbreak of infection at their event is reduced to an absolute minimum. But they also want the experience for their guests, their target group, to be a pleasant one. Only then will they be willing to invest.

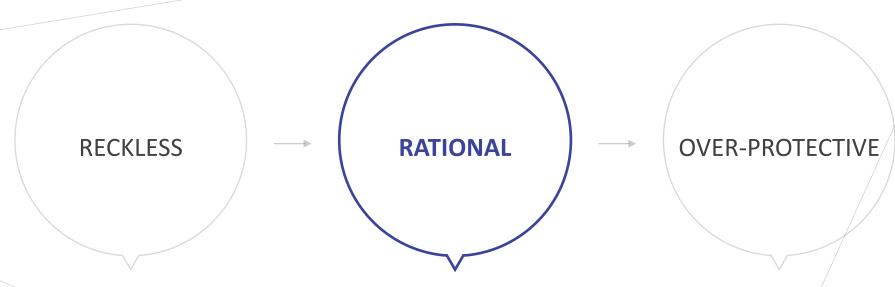
#### **EVENT PARTICIPANTS HAVE TO FEEL SAFE**

Only when all the above conditions have been met should there be a very high level of trust among the target groups, the visitors to the events. They have to want to come and, above all, they have to feel safe at the events they come to. It is clear: people want to come outside, looking for experience yet at the same time they are either scared or reckless.



#### PEOPLE WANT TO EXPERIENCE

MEET, HAVE FUN, DANCE, FEEL, BE AMAZED, LAUGH, ENJOY, DINE & WINE, FLIRT, NETWORK, CHAT, ENJOY THEATRE, DO SPORTS...



Either they don't believe any more in the danger of the virus, or they feel immortal. They want to live a normal life, party, have social contacts and ignore all the rules.

They are well aware that there is another serious threat and that the situation is a fragile balance. They do not want to see anyone in that situation. They deal rationally with the regulations and respect them as much as they can, not as herd animals, but as responsible citizens who want to be part of the solution, for themselves but also for everyone else.

They almost lock themselves in the house, stay in the lockdown mood as long as possible, they are extremely scared and don't dare come out for fear of infection. Panic and fear dominate and are not always justified.



# EXISTING NEW EVENT FORMATS OFFER

Hybrid events, webinars, corporate radio are all very solid solutions for the current situation and the offer ranges from small, solid and cost-efficient to the mega pro high-end TV shows.

But just like the proposal we present, they do not answer all imaginable communication needs. We therefore all need to come up with innovative ideas that are as varied as possible in order to offer an efficient response to all questions. We can keep those new ideas to ourselves (and only) to score with, but we believe that sharing those ideas with the market will give a bigger drive for the whole sector, which in the end will benefit us all.

THE IDEA IS
COMPLEMENTARY TO
THE EXISTING MARKET
OFFER, NOT
COMPETITIVE.



## WHAT IF... THERE IS A WAY?

What if there is a way that would **allow large numbers of people** to have a brand/product and/or any other experience?

What if there is a way to organize this in a **safe** way?

What if that way also allows the organizer to **go online** if there is a sudden tightening of the rules?

What if this way can be worked out **anywhere**? And even **for any product**, **service or any message**?

What if this way can potentially reach **several thousands of people** in a pleasant, comfortable and safe way?

What if your customers/customers can **strengthen** their products, services or business in these difficult times?

What if a whole group of people in the events sector can have a **new assignment**?

What if you, as an expert, can **present this innovative solution** to your customers?

#### WHAT IF YOU CAN MAKE THAT DIFFERENCE?



# THE CONCEPT

Instead of adhering to the traditional way of organizing events where an audience comes to a location to receive a reception, followed by a presentation and then a social moment or party, we now think in a totally different way.

We build attractions, mobile or fixed, which we put down at strategically important places and to which we invite the guests. Not for a reception, not for a party afterwards, but for a well-hyped story of brand experience.

One fixed installation for a certain period of time or a travelling set-up, in an existing location or built with tents or containers.

ANY STORY CAN BE TOLD...



#### **APPLIED APPROACH**

#### **EMOTIONEERING**<sup>™</sup>

The scripting of experience, of emotion within an installation in which an audience is offered an equal experience under controlled repetitive conditions with a permanent live audience flow.

A term first registered by David Freeman, author of "Creating Emotion in Games: The Craft and Art of Emotion" in 2003, but much earlier a working name of certain departments in the world of development of attractions in amusement parks.

With this methodology, a detailed experience is written out within a very tightly timed script. All cues and interventions of actors or effects/ content are fully automated, which allows us to guarantee an identical experience within an identical timeframe in a continuous audience flow.

We build an amusement park attraction as it were, but with commercial or informative content as a storyline.



**STRENGTH** 



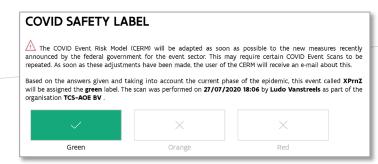


PEOPLE WANT TO FEEL SAFE

## COVID19 PROOF APPROACH

The biggest weakness of the idea could lie in the approach to manage the public groups. Indeed, the potential flow rate of the installation is very large and therefore requires special facilities and organization of the flow of people.

However, this is certainly not an impossible task for the professionals in our world. Disinfecting public portals, air filter systems, UV disinfection systems overnight, a clear and controllable throughput are just some of the elements that shall help us to offer a COVID19 safe event concept, with a unique and fun valuable experience.





Download the full report by clicking the icon.

THE CONCEPT WAS GIVEN THE GREEN LIGHT BY THE CERM MODEL







WHAT KIND OF EVENT EXPERIENCES?

#### **JUST ABOUT ANYTHING**

- Any story (i.e. product/service/message) can be incorporated into the idea/installation.
- The setup can be built indoors (existing venue) or outdoors (temporary venue).
- The flow of visitors can be perfectly calculated and managed at all times, so can the arrival of visitors via online registration / reservation systems, so no public bustle.
- Long time of exposure of the target group to the message and intense focus as limited distracting noise will be present.
- The safety of the visitors optimized by safety infrastructure and controlled 'bubbled' visits.
- Thanks to the large potential numbers in the target group, the investment cost is optimized to the maximum therefor the action becomes interesting for the end client.
- The communication can emphasize the safety of the experience confirming a positive and socially responsible brand position.
- If there is a negative evolution of the circumstances (new lockdown) the experience as it exists can go online in a viral campaign, which relativizes the feared investment risk.





WE HAVE TO BE REALISTIC

#### COVID19 IS HERE TO STAY

COVID19 will affect our lives and our sector as long as there is no vaccine.

Even then 'life as it used to be' will have been strongly influenced.

It is therefore up to us to provide new ideas now, that will give the commissioning parties confidence that there are still acceptable solutions to their communication needs.

Our solutions have to give people a desire to go out of their houses, but while respecting the regulations and each others wellbeing, in a safe and pleasant environment and to have a nice and enjoyable moment.

The animal named 'crowd' is the trickiest component in our line of business now. It is difficult to manage and unpredictable.











### BUT ONE BUBBLE AT A TIME









## **EXPERIENCE STRUCTURE**

## IMAGINE A THEME PARK ATTRACTION... WITH A (BRAND) MESSAGE!

Rather than stick to the familiar traditional formats for events, we use the knowledge of the creation of amusement park attractions to bring our clients' messages in an animated and engaging way.



#### EMOTIONEERING & SCENARIO

A strong scenario automated in audiovisuals, live interactions / SFX

#### CREATING A STRONG STORYLINE AND DESIGING THE SCENOGRAPHY

Creating within the technical and logistical set up a unique brand/communication experience.

#### **BUILDING THE INFRASTRUCTURE / EXISTING VENUE**

An existing venue, a large tent, or container setup, on a publicly appealing place. In roadshow formula or a fixed installation for several weeks. Built and set up / furnished with only safety and storytelling experience in mind.

#### A SURPRISING AND WELL HYPED (BRAND) EXPERIENCE: YOU DON'T WANT TO MISS THIS!

A unique and nice experience creating word of mouth for the brand or commissioning party. Well hyped in its precommunication period, making sure the target audience is reached and feels safe and motivated to be present.

#### **FULLY PROGRAMMED, PLANNED AND TIMED**

At all time we know who is where, how many people will be inside, experiencing which phase of the show, a continuous flow of guests living the experience.

#### WALKTHROUGH EXPERIENCE

Respecting the regulations of COVID19 precautions and answering fully to the CERM model, designed for safety and experience.

#### **ONE OR MANY CLIENTS**

Reuse the setup with different content / effects creating different experiences.



## TEMPORARY INFRASTRUCTURE OR EXISTING SITE



#### WE BUILD A TEMPORARY VENUE AT AN INTERESTING OR UNIQUE LOCATION

An ideal location or unique place? But no existing location available? Then the concept can be perfectly worked out in a temporary infrastructure, either with tents, container modules or? It goes without saying that all utilities need to be provided, which implies a certain additional cost compared to a fixed location. If thought out in advance, the concept can even be devised in a roadshow formula.



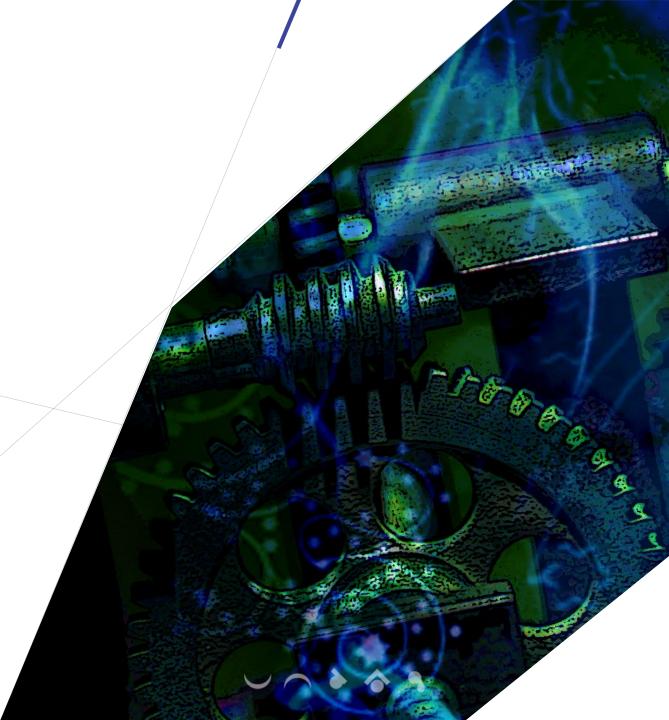
#### WE USE EXISTING VENUES AND CREATE A MAGICAL SETUP INSIDE

Existing locations have all the facilities to accommodate a large group of people comfortably and safely. We can build the installation inside a black box or integrate the architecture of the location into the experience.



#### AND WHY NOT A ROADSHOW?

Moving from city to city after a number of show days, will also positively influence the impact of the campaign.



#### A LIVE BRAND ATTRACTION

We build an attraction in which the target group can discover a brand experience during a precisely timed program.

The target group registers and reserves a time slot for their visit and clearly indicates how many people from their bubble will visit the installation.

The invitees are asked 10 minutes in advance on site and after registration they each wait their turn in convivial bubble zones. They can see each other but no direct contact is possible.

Group by group they will be invited to the walking experience.

This walk is divided into experience zones. Each zone allows only 1 group (bubble) at a time. Each zone includes a unique brand experience audio-visual experience, with or without effects or live actors (at a safe distance).

The next zone will only be accessible when the previous group has continued. The groups never come in direct contact with each other.

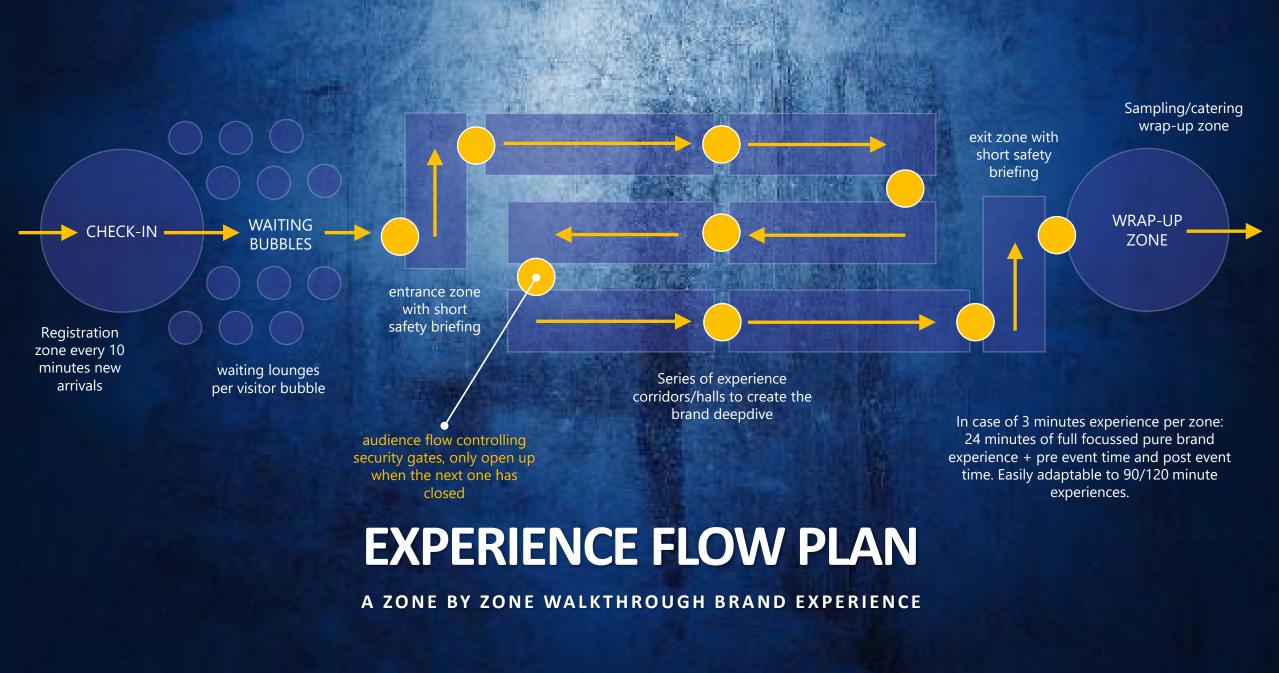
At the end of the experience, the groups will join again, and a general moment can be planned (depending on the rules applicable at that time). After all, there will never be more than 200 people present at the same time. Sampling and catering according to the CERM rules are possible.

Afterwards the guests will return home by bubble.

It goes without saying that the entire infrastructure will be disinfected between all groups. Ventilation and disinfection moments are also scheduled at regular intervals (different systems are possible).

#### A LONG DEEPDIVE INTO THE MESSAGE





#### THE NUMBERS

DIFFERENT SCENARIO'S POSSIBLE

2 groups of 3p /session x 115 sessions/day

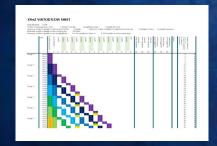
3 groups of 3p /session x 115 sessions/day

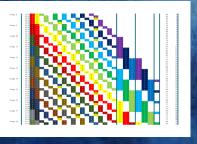
4 groups of 3p /session, x 115 sessions/day

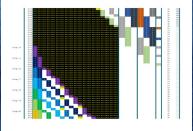
690 EXPERIENCES

1035 EXPERIENCES

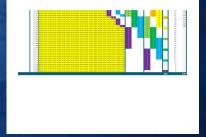
1380 EXPERIENCES\*











NUMBERS NO OTHER LIVE CONCEPT CAN OFFER IN THE CURRENT CONDITIONS

TOPPED WITH AN INTENSE QUALITY DEEPDIVE IN THE BRAND/MESSAGE



Download full flow capacity simulation of 2 groups of 3p per session

**CERM GREEN** 



Download full flow capacity simulation of 3 groups of 3p per session

CERM GREEN



Download full flow capacity simulation of 4 groups of 3p per sessions

\* CERM ORANGE => extra safety provisions needed

Architectof **EMOTION** 

#### ADAPTABLE BRAND EXPERIENCE

#### TECHNICAL DESIGN, SCENOGRAPHY AND USED TECHNOLOGY

A black box setup in which a series of projection gauze cloths create holographic illusions, combined with large projection surfaces on screens or in projection mapping. Local surround sound systems, light effects and special effects to enhance the specific atmospheres. Possibly also characters (actors) at a safe distance who interact with the hologram projections or with the audience.

A fully automated walk-through experience, in which the guests bubble by bubble move through an identical brand story to be fully immersed in the brand experience, again and again.

#### **STORYTELLING**

The setup allows to bring the complete brand story (or the message to be brought) in great detail and perfect conditions, without any deviation again and again. The values of the brand are transformed into a unique experience in a very intense and emotional audiovisual way, where the guests have a long-lasting immersion in the world of the new product, of the service or the message.



#### THE PRN WALK

#### OUTDOOR TEMPORARY VENUE

Surface depending on the number of experience corridors,

larger rooms and corridors for different kinds of experiences.

Check-in zone with different waiting lounges and seperate entranc trajectories.

Per zone max number of visitors and timecode operated experiences.

Groups wont cross, one zone opens only when next one is empty.

At the end a catering/sampling zone for larger groups, based upon the planned timing, max 4 visiting groups at the same time.

SCENOGRAPHY



SCENOGRAPHY

conditions, but different venues do match the criteria.













#### **INSPIRATIONAL IMAGES**

REFERENCE IMAGES FROM DIFFERENT EXHIBITS/ART PROJECTS

Sila Sveta: "7 Questions to Yourself"

Andrey Buzin

Source: www.silasveta.com









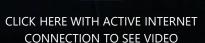
### INSPIRATIONAL IMAGES

REFERENCE IMAGES FROM DIFFERENT EXHIBITS/ART PROJECTS

ACTLD

Source: www.actld.com











REFERENCE IMAGES FROM DIFFERENT EXHIBITS/ART PROJECTS

OKUSLAB

Source: www.okus.be







### **INSPIRATIONAL IMAGES**

REFERENCE IMAGES FROM DIFFERENT EXHIBITS/ART PROJECTS

Random International "Rainroom"

Source: www.random-international.com/







CLICK HERE WITH ACTIVE INTERNET CONNECTION TO VISIT WEBSITE

# THE KEY TO BRING THE STORY OF YOUR BRAND TO LIFE

ANYTHING IS IMAGINABLE, FULLY ADAPTABLE TO BRIEFING AND BUDGETS

## **DIFFERENT STORY, SAME SETUP**

ONCE INSTALLED FOR ONE PROJECT, IT IS EASIER TO FIND SUCCESSIVE CLIENTS

EACH WITH THEIR OWN BRAND STORY

#### FROM EXPERIENCE A

A fully bespoke story and content installation for client and product / service / message 1.

### LIMITED TO NO CHANGE OVER TIME EXCEPT FOR BRANDING MATERIALS

Even having two storylines running in the same time period would be possible respecting the change over times.

#### TO EXPERIENCE B

A completely new story and content installation almost available on the click of a button.

SAME SETUP FULLY REPROGRAMMED WITH
CONTENT, SCENARIO, AUDIO SFX AND LIVE
ACTORS TO TELL A NEW STORY FOR A NEW CLIENT





# LIKE A CAMELEON: CHANGE SKINS EASILY ONCE THE SETUP IS BUILT

SAME SETUP, DIFFERENT SHOW: EVERY DAY ANOTHER CLIENT?























# WE HOPE THE IDEA MAY REASSURE YOUR CLIENTS AND INSPIRE NEW INITIATIVES

LET'S DO THIS ALL TOGETHER TO KEEP OUR BEAUTIFUL SECTOR ALIVE!

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by the tree of a

THANK YOU FOR THE CREATIVE AND STRATEGIC SUPPORT, FEEDBACK AND POSITIVE ENERGY IN THIS DEVELOPMENT:



**EVENTNEWS.b** 



















# THANK YOU FOR YOUR ATTENTION AND PSSST... DO TELL EVERYONE! SHARE TO CARE: STRONGER TOGETHER

### **WHO IS** TCS-AoE?

#### TWO LABELS, ONE TEAM

Steven Martin has been active on the Belgian event market since 1995. From 2002 the study and research started to specialize in writing live experiences. Creativity is our core business, in whatever form.

The company TCS-AoE BV, founded by Steven Martin, has been operating since January 2020 (previously under ArchitectofEMOTION) and works under two labels with specific activities.

Operating as a freelance creative/artistic director, we bring together top experts in all lines of specialties to bring the designed experience to life.













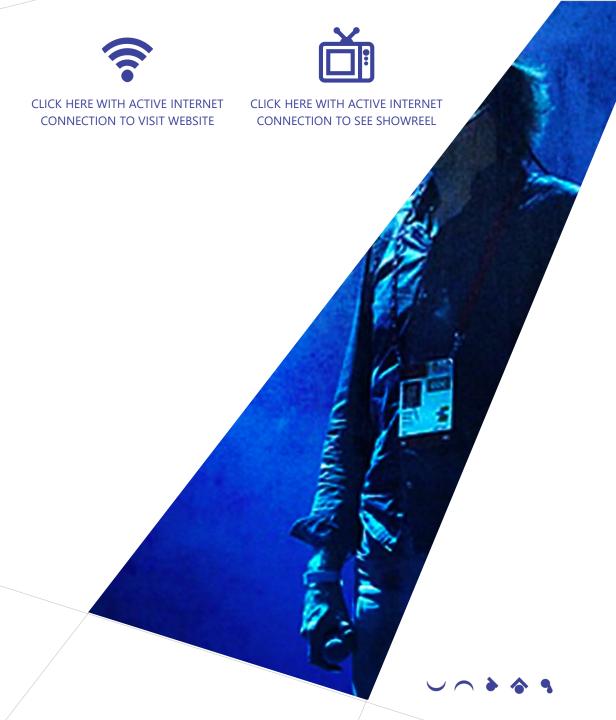
# Architect of EMOTION

#### YOUR CREATIVE SERVICE PROVIDER

With AoE we focus on general creative services, supporting all kinds of production companies/organizations, mainly within Belgium.

From concept development and brainstorming to stage design and scenography, visualization in 3d or storyboards, artistic interpretation and custom-made creations with as main activities: concept, design, storytelling (scenario) and direction.

AoE wants to be your partner in the development of experience ideas with an emotionally strong storytelling.



# The Cintamani Stone

CREATE DREAMS, BUILD MEMORIES, SHARE EMOTIONS: TOUCH THE SOUL

TCS is mainly active on the international market as an independent artistic director / show creator.

Working together with a permanent and very extensive team of senior freelance top experts worldwide, we create shows and experience moments for all kinds of occasions anywhere in the world.

TCS wants to be your partner in the development of custom-made shows and experiences.



