



BE DISRUPTIVE.

**EVENTNEXT IS A COLLECTIVE OF TALENTS THAT CONNECT STRATEGY,
CREATIVE, AND PRODUCTION TO CREATE CULTURAL CONTENT + EXPERIENCES
THAT INSPIRE, ENTERTAIN, AND ENRICH THE CONNECTION BETWEEN
COMMUNITIES & BRANDS.**



WHAT WE DO.

We are a brand experience agency that designs for maximum impact.

Unlike most agencies, we'll never push you down a path that best serves our strengths. Our objectives-first methods focus strategic and creative solutions on brand growth and return on investment giving way to people-driven experiences that celebrate community, connection, and results.

There are countless interpretations of brand success, but it all boils down to relevance and performance. To ensure both, we are continually evolving and refining with the needs of the world's most forward-thinking brands.

Think differently. **Be disruptive.**

EXPERIENTIAL MARKETING

BRAND ACTIVATIONS

DRIVING EXPERIENCES

SPONSORSHIP & MEDIA ACTIVATIONS

MOBILE ROAD SHOWS

PRODUCT SHOWCASING & SAMPLING

MEETINGS & INCENTIVES

RETAIL POP-UPS & POP-INS

STAFFING & BRAND REPRESENTATION

TRADE SHOWS & CONFERENCES



CORE DISCIPLINES.

Our physical, digital, and social worlds have become entwined and, in some cases, indistinguishable in consumer’s everyday lives. Brand experiences should do the same and require a multi-disciplined approach to create brand stories that are lived, not simply heard.

We are the storytellers and moment makers that balance big ideas with production know-how to bring your brand to life. All of our capabilities live within **four core disciplines**:

01

BEHAVIORAL STRATEGY

- brand & program strategy
- market research
- data analysis
- social intelligence
- program optimization
- diagnostics & impact
- roi methodology
- audience journey mapping
- portfolio analysis & insight development

02

EXPERIENCE DESIGN

- multi-channel campaign development
- brand narrative & storytelling
- environmental design
- graphic design
- consumer engagement design
- digital visualization
- copywriting
- content creation
- technology use-strategy and integration

03

ACTIVATION SERVICES

- experiential fabrication & consulting
- event staffing & brand representation
- custom production & prototyping
- onsite installation, supervision, & support
- venue management
- event logistics & transportation services
- field management & scheduling
- program & project management
- financial management

04

SUPPLEMENTAL SOLUTIONS

- experience commerce
- inventory management
- staff & personnel training
- social & influencer strategy
- content amplification
- sweepstakes administration
- data capture & lead generation
- performance measurement
- sponsorship & partnership strategy



PROUD PARTNER.

EventNext is proud to partner with a wide variety of brands across diverse verticals. Our extensive experience in automotive, communications, technology, consumer goods, and media segments has honed our services and keep us adept to new and changing markets.

Let's partner.



HOUSE OF DANK



CLIENT PARTNERSHIPS.



OUR APPROACH.

It's long been said you can only have two out of the three: exceptional, fast, or affordable. We believe this widely accepted trade-off is dated and carries a host of limitations that don't adequately fuse the needs of Brands and the markets they play in.

Our modern and nimble approach allows us to provide an exceptional breadth of capabilities, while solving for the creative, execution, and financial challenges your programs demand.

Create together.

01

SENSORY

Design immersive experiences that engage across multiple senses. Blended experiences deliver the most arresting consumer encounters and encourage engagement, sharing, and action.

02

ENGAGEMENT

Encourage consumers to play, compete, solve, and move as they take in your message and consume your brand. Design for interaction, the more they participate, the better.

03

CONTEXT

Context is often overlooked but a critical consideration for brand absorption. In any environment or event, your brand should have a role to play and a reason for showing up that resonates with the core audience.

04

ENTRENCH

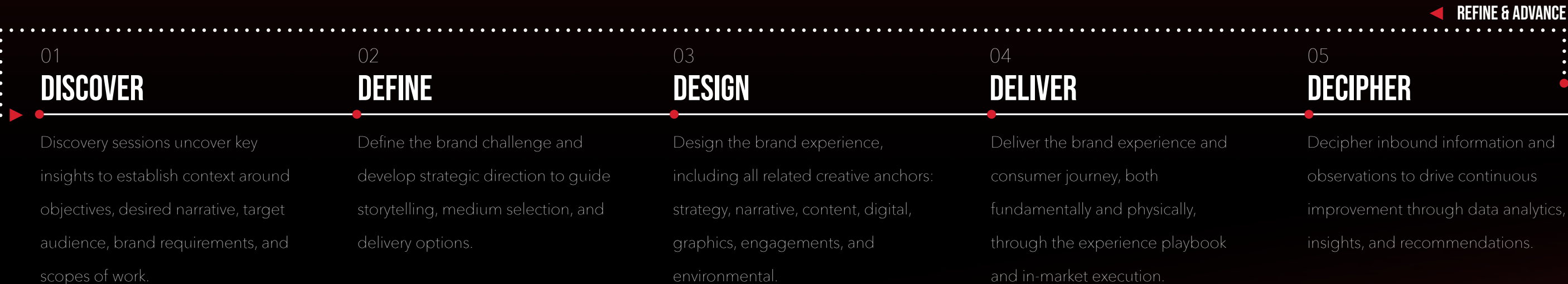
Feeling seen, heard, and appreciated are basic human truths. Strive for moments of real one-to-one connection with your audience, and provide meaningful ways for them to become part of the story.

THE PROCESS.

Creating deeply immersive and memorable experiences is never a singular effort. It takes deep collaboration between client and agency. It is a continuous pursuit of field research and market analysis to understand cultural shifts, market gaps, and human truths that drive consumption.

We've identified five steps that provide the essential framework for highly engaging, multi-sensory brand experiences that deliver results.

Always improving.



TRADESHOWS.

OUR WORK. TRADESHOWS. MULTIPLE CLIENTS.



LIDS & CACTUS JACK

OUR WORK. CAPSULE LAUNCH. LIDS X CACTUS JACK.



BROOKS.

PRODUCED OVER
100,000+
LEADS ANNUALLY



OUR WORK. **HAPPY RUN.** BROOKS.



JEEP.

OUR WORK. HEROES TOUR. JEEP.



RAM.

OUR WORK. ROCK-N-ROLL SERIES. DODGE.



GENERATED
4,200+
LEADS PER EVENT



HOUSE OF DANK.

OUR WORK. ARTS, BEATS, & EATS... HOUSE OF DANK..

GENERATED
\$400K
GROSS REVENUE



SAINT GERMAIN.

OUR WORK. 2ND ANNUAL MAISON EVENT. SAINT GERMAIN



ORGANIC SOCIAL
113M+
IMPRESSIONS



LET'S TALK.

We could go on and on about how amazing we are but in reality we're only as good as the relationships and communications we keep with clients like you.

Creating successful partnerships requires effort from all sides and a commitment to transparency, honesty, and trust. These are the cornerstones of how we conduct business, and we want to work with likeminded people and brands.

There are a lot of brands in the world and, *unfortunately*, a fair number of great brand experience agencies. Our point is, no one agency is seemingly perfect but when you find one that gets the important things right...you might as well give them a chance. You know?

Let's talk.

SO... WHAT'S YOUR STORY?



THANK YOU.

