

ENTERTAINMENT: GETTING CREATIVE WITH YOUR EVENT ACTIVATIONS & ENTERTAINMENT

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OWNER, UNTOUCHABLE PARTY

THEEVENTPLANNEREXPO THEEVENTPLANNER



# ENTERTAINMENT TECH TRENDS

GETTING CREATIVE WITH YOUR EVENT ACTIVATIONS AND ENTERTAINMENT

TECH TRENDS TO KNOW FOR 2024 AND BEYOND

LINKEDIN MONDAY.COM  
- LEVERAGE IT

PROJECT MANAGEMENT  
SLACK ASANA CHATGPT  
RUN OF SHOW

CHANGE THE WAY YOU ARE THINKING  
HELP US AND OUR CLIENTS ENVISION THE POSSIBILITIES

NEW WAYS TO SHOWCASE EXPERIENCES  
DON'T FEEL THREATEN

ASK THE RIGHT QUESTIONS

SAVE TIME & MONEY  
- MID JOURNEY

AR - AUGMENTED REALITY  
VR - VIRTUAL REALITY  
ACCESSIBLE!!  
- BE SOLUTION ORIENTED

TECHNOLGY WILL CHANGE THE EVENTS WORLD  
PROVIDES SPEED...!  
SHARE NEW IDEAS  
PUSH INNOVATION

MAKING THEM COMFORTABLE  
- SMALL STEPS  
- ALWAYS MOVING  
ENJOY THE JOURNEY

COMMUNICATE  
- SMALL STEPS  
- ALWAYS MOVING  
ENJOY THE JOURNEY

LOGISTICS (HEART BEAT)  
FOLLOW YOUR FEARS  
DON'T BE SCARED!

STAY CURIOUS  
- DON'T BE SCARED

POWER IN SOCIAL MEDIA...  
- TEST THE WATERS

GROW  
CANVA  
SOCIAL MEDIA  
PERSONAL BRAND

BRING BACK THOSE PERSONAL MOMENTS!  
GREAT! ELECTRONIC  
LASTING IMPRESSIONS  
EMOTIONAL  
INTANGIBLE

EMOTIONAL CONNECTIONS  
- BRING BACK THOSE PERSONAL MOMENTS!

PHOTO ACTIVATIONS  
NEXT LEVEL  
- FEAR MARKET  
- WALK AWAY W/ A PERSONAL SENSE OF COMPLETION

AI  
- DON'T LET STRUCK  
- PERSPECTIVES

TRENDS  
- BE CREATIVE  
- MAINTAIN ELEMENT  
- SIMPLE AND CREATE NEW THINGS  
- DON'T THINK TOO MUCH  
- EVERY LITTLE THING MATTERS  
- CUSTOMIZATION  
- BARBING  
- CUSTOM BUILDS  
- CONNECT!  
- CANVA  
- SOCIAL MEDIA  
- PERSONAL BRAND

THERE IS A LOT OF CHOICE  
- THERE IS A LOT OF CHOICE

LESS IS MORE

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THE EVENT PLANNER EXPO 2023

# I'M EXCITED ABOUT...

**LEAD GENERATION**

MAKING CONNECTIONS MEETING PEOPLE  
BUSINESS CARD  
NEW BRANDED CONTENT  
MERCING the PHYSICAL AND DIGITAL SEAMLESSLY  
ALL THE AMAZING THING I'VE SEEN!  
THE EXCITEMENT ABOUT the UNKNOWN

**LEAD TIME**

**ADMIT ONE**  
BOOKING ALL OF OUR VENUES

**IN-PERSON EVENTS**

**NETWORKING**  
STARTING MY OWN BUSINESS  
my CAREER  
NEW SALES STRATEGIES  
PLANTS FOR EVENTS & EXPERIENCES  
FEELING GROUNDED  
NEW WAYS + SURPRISE AND DELIGHT WITH  
FOOD  
YUM!  
WOW!

**GROWTH**

**AI**

**CREATING PERSONALIZED EXPERIENCES**  
RYAN

# My BIGGEST CHALLENGES ARE...

**LEAD TIME**

GETTING CONTRACTS BACK ON TIME  
BEING UNIQUE!

**NEW CLIENTS**

FINDING NEW CLIENTS  
BREAKING INTO THE CORPORATE SPACE  
COMING UP WITH NEW IDEAS  
NEED SPECIALIZED SKILLS

**UNIQUE EXPERIENCE!**

**BUDGETS**

RESUME STAFFING

**DATES**

AVAILABILITY OF DATES  
SHIPPING LOGISTICS

**AND CREATIVE**

BEING COST-EFFECTIVE  
AND CREATIVE PARTNERS

**VENDORS**

FINDING NEW VENDORS  
TOO MANY EMAILS!

**ATTENDANCE!**

**ATTENTION**

**CHANGES**

**LAST-MINUTE CHANGES**

## INK FACTORY'S ENGAGEMENT BOARD

We asked attendees: What are you most excited about, and what are your biggest challenges?

Our artists visualized the answers throughout the afternoon and evening on the trade show floor. Do you see your answer?

# Ink Factory at The Event Planner Expo

This year, Ink Factory showcased our real-time visual notes during the Educational Speaker Series at 92NY and on the trade show floor at our booth.

Ink Factory is your visual event partner. We draw visual notes, create illustrated presentations, animated explainer videos, teach visual team building workshops, and so much more.

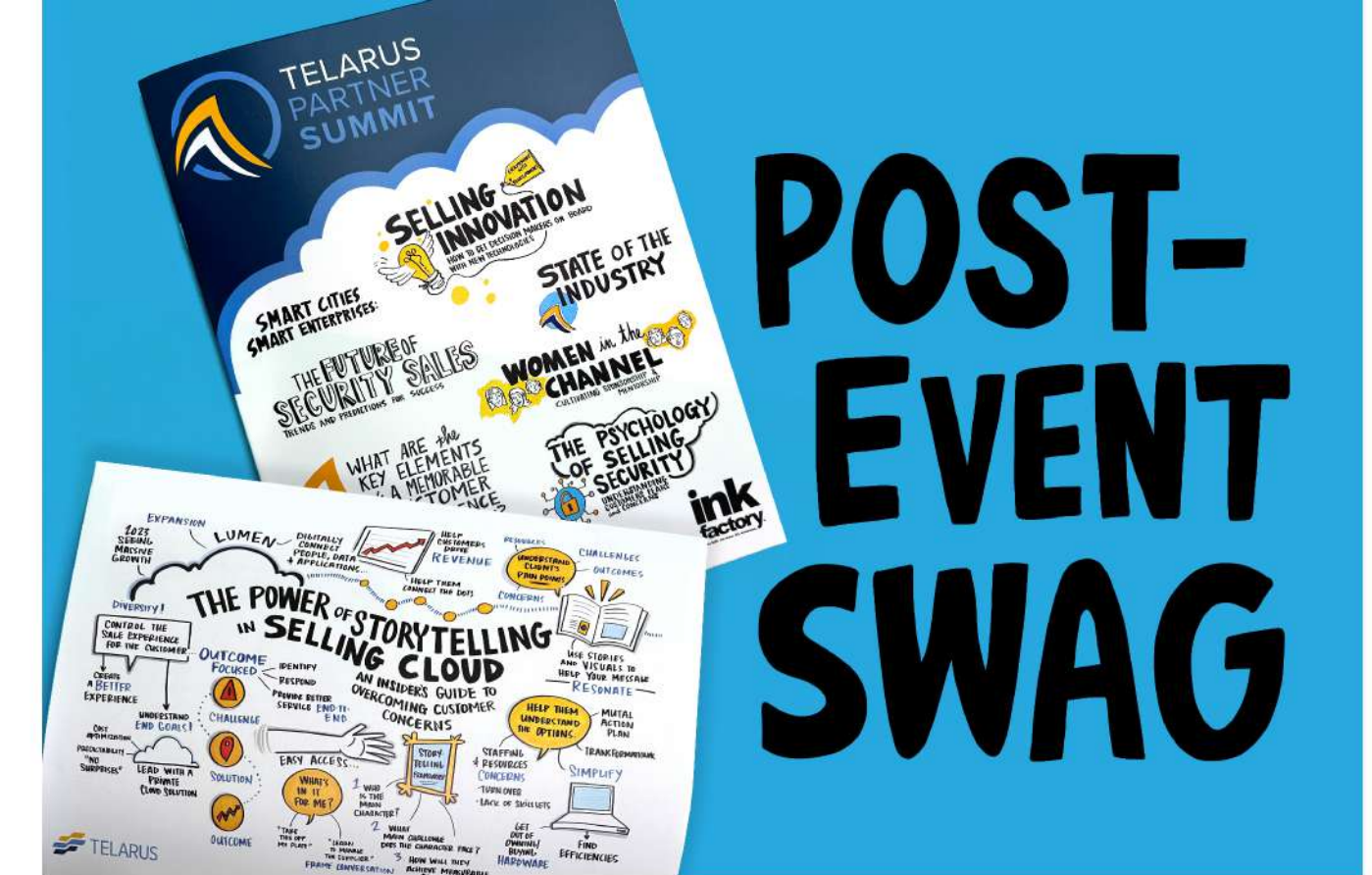
To find out why we're the secret sauce of the world's top brands, reach out now to see how our artists can help elevate your next event.



[inkfactorystudio.com](http://inkfactorystudio.com)

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# KEYNOTE

**MARCY BLUM** EVENT PLANNER, AUTHOR  
OWNER OF MARCY BLUM & ASSOCIATES

**EXCELLENCE**  
- WHAT IS IT?  
↓  
IT'S SUBJECTIVE

REFUSING  
TO ACCEPT MEDIOCRITY

MAKE IT  
**UNEXPECTED**

HAVE TO  
BE ABLE TO  
**MIX IT UP**

SET THE **STONE**

IT'S A WAY  
OF THINKING

AND A  
CONSIDER

IT'S NOT  
MY PARTY!

SHOWCASE  
YOUR TALENTS

THEY  
WANT TO  
SEE THE PHOTOS

LET TALK  
ABOUT THE  
BATHROOM.

WALK IT  
THROUGH  
LIKE A GUEST

NEED TO BE CHECKING  
ALL THE TIME

ATTENTION IN  
DETAIL

IN REASONABLE  
HOSPITALITY

QUEST FOR  
THE BEST

KEEP AN  
EYE ON  
THE COMPETITION

LITTLE  
BIG THINGS

TRY AND  
LOOK AT  
THE PHOTOS

LOVE TO  
**COLLABORATE**  
WITH CLIENTS

SOCIAL MEDIA  
MEANS DIFFERENT  
THINGS IN DIFFERENT  
FORMATS

STAYING  
CURRENT  
IS IMPORTANT

BE  
YOURSELF

SHOWCASE  
YOUR TALENTS

THEY  
WANT TO  
SEE THE PHOTOS

## LIVE VISUAL NOTES

Our artists listened and drew visual summaries of each Speaker Session discussion on Wednesday.

30-minute talks share one board, and featured keynotes, which were an hour long, have their own dedicated board.

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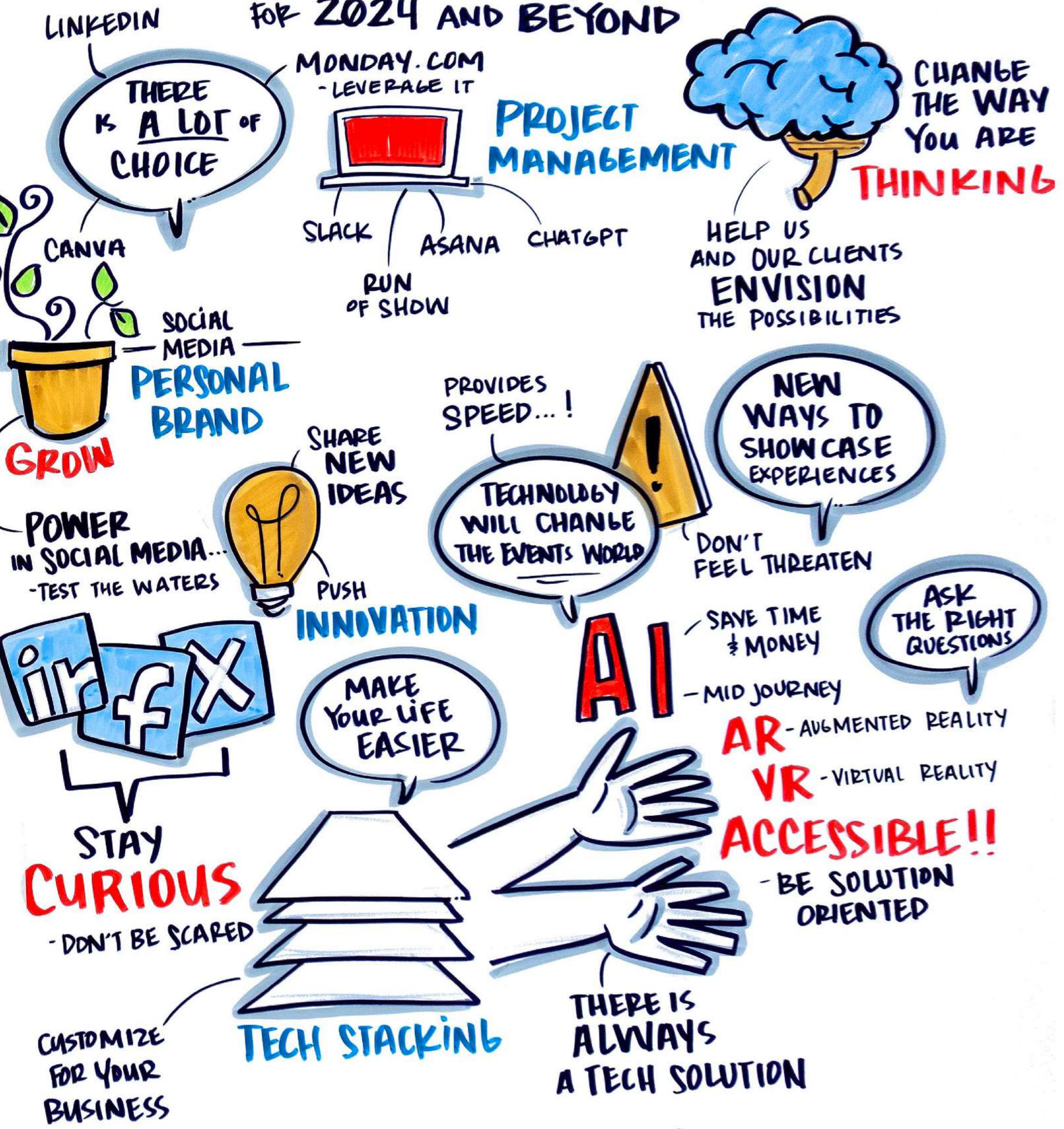
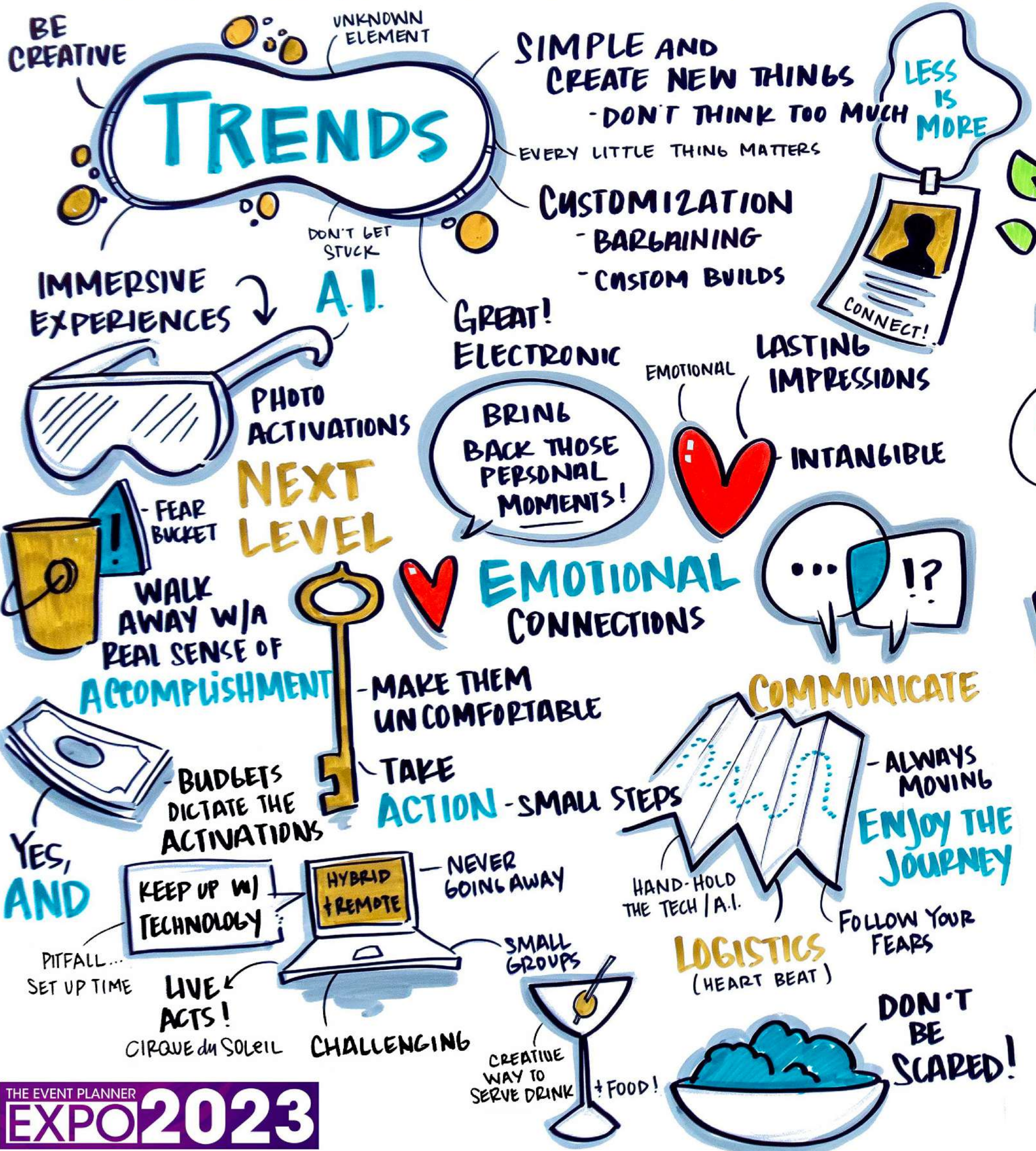
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# ENTERTAINMENT

# TECH TRENDS

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TECH TRENDS TO KNOW FOR 2024 AND BEYOND



# BUSINESS

STAND OUT FROM THE COMPETITION

# MARKETING & BRANDING

EFFECTIVE MARKETING STRATEGIES TO GROW YOUR BUSINESS



# CONCEPTS & DESIGNS

HOW TO FIND CREATIVE INSPIRATION FOR YOUR EVENTS



# CORPORATE

WHAT CORPORATE LOOKS FOR WHEN PLANNING AN EVENT



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you talk. we draw. it's awesome.

# STRATEGIES TO INCREASE REVENUE

GROW YOUR EVENTS  
SALES IS EASY!  
LIFE-CHANGING STRATEGIES

WHY VIDEO?  
85% MORE LIKELY TO CLOSE  
TRANSFER KNOWLEDGE

ATTENTION  
CONVERTS CUSTOMERS  
95% OF MESSAGE RETAINED BY WATCHING VIDEOS



LET YOU BE YOU!  
SHOW YOU ARE HELPFUL  
MONEY MAKER  
MAKE THEM FEEL SIGNIFICANT

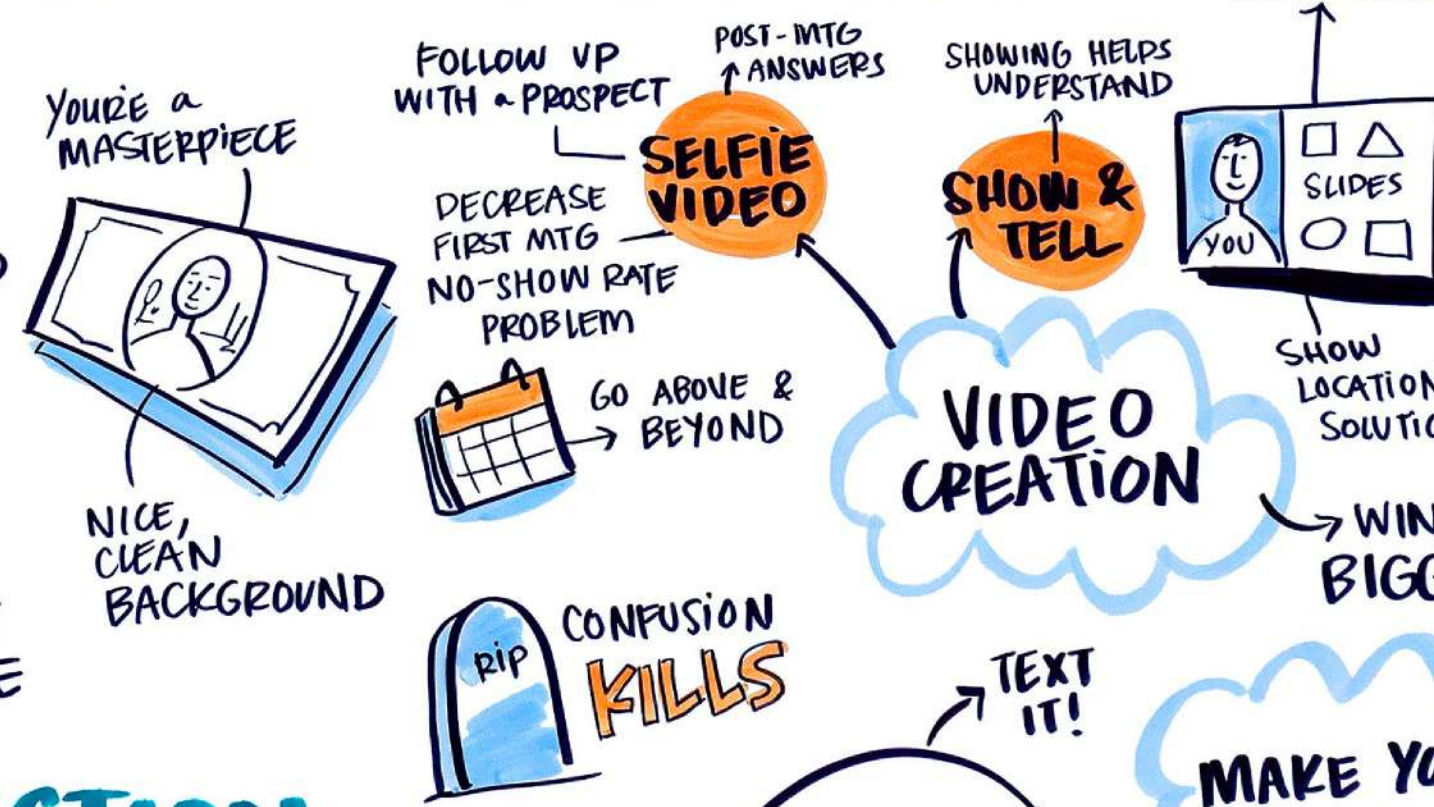


PSYCHOLOGICAL NEEDS



# KEYNOTE

TODD HARTLEY CEO OF WIREBUZZ



CONNECTION BEATS PERFECTION

TAKE ACTION

MAKE YOUR PROSPECT'S JOB SIMPLE

WIN 60% MORE REVENUE!

# KEYNOTE

## MARCY BLUM

EVENT PLANNER, AUTHOR  
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WANT TO BE TOP OF MIND!  
SPEND MONEY TO MAKE MONEY

THEY WANT TO FEEL HEARD



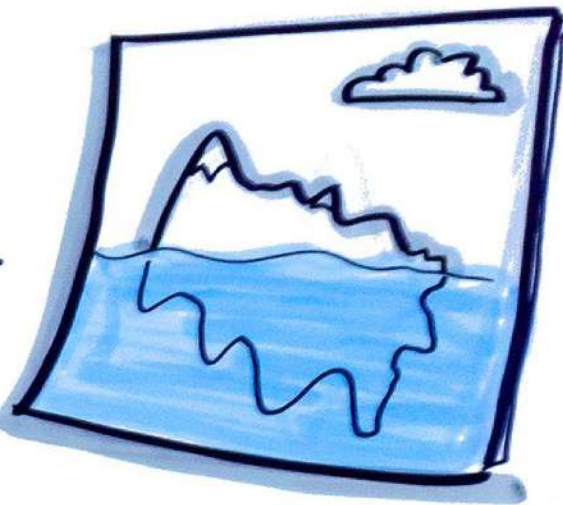
LET THEM DECIDE IT'S EXPENSIVE

YOU NEED TO SET YOURSELF A PART...

IT'S FUN! } FAKE IT TILL YOU MAKE IT  
SHOW WHAT YOU WANT YOUR WORK TO BE...

LUXURY AND EXCELLENCE ARE NOT SYNONYMOUS

SERVICE!  
- PRETTY IS JUST THE TIP OF THE ICE BERG



GOOD ENOUGH ISN'T VERY GOOD AT ALL!

THE PERFECT IS ALSO THE ENEMY OF THE GOOD.

LET TALK ABOUT THE BATHROOMS...  
KEEP 'EM CLEAN  
WALK IT THROUGH LIKE A GUEST  
NEED TO BE CHECKING ALL THE TIME  
ATTENTION TO DETAIL

UN REASON ABLE HOSPITALITY  
QUEST FOR THE BEST  
LITTLE BIG THINGS

TRY AND LEARN ALL THE PARTS OF OUR INDUSTRY  
- FOOD  
- FLORAL  
- LIGHTS  
- ECT

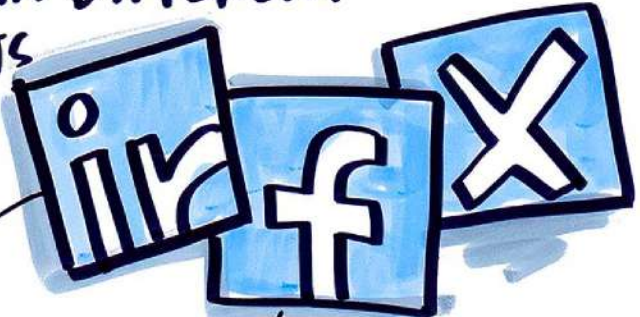
LOOKING FOR SPECIALISTS... NOT IDEAS

LOVE TO COLLABORATE WITH CLIENTS

STAYING CURRENT IS HARD

NOT AN INSTA COMMENT

SOCIAL MEDIA MEANS DIFFERENT THINGS IN DIFFERENT FORMATS



SHOWCASE YOUR TALENTS

THEY WANT TO SEE THE PHOTOS

MAKE IT UNEXPECTED



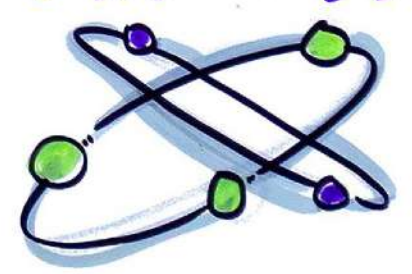
CONCIERGE: ALL IN ONE

EXCELLENCE  
- WHAT IS IT?  
↓  
IT'S SUBJECTIVE



REFUSING TO ACCEPT MEDIOCRITY

HAVE TO BE ABLE TO MIX IT UP



IT'S NOT MY PARTY!

SET THE TONE

IT'S A WAY OF THINKING

AND A CONSISTENCY TO AN APPROACH

# KEYNOTE

## GARY VEE

DO YOU HAVE a #2 That CAN HANDLE your BUSINESS?  
WITHOUT ONE you are VULNERABLE  
IT'S FREE!  
IT'S OK TO HIRE FRIENDS & FAMILY  
DON'T TAKE THEM FOR GRANTED  
MINORITY EQUITY  
TRAIN THEM!  
CATCH THE WAVES  
A.I.  
DON'T MISS THIS MOMENT!

**SOCIAL MEDIA**  
OUTPUT YIELDS GROWTH  
IT'S REAL WORK & REQUIRES FOCUS  
FILM YOUR WORK!  
TALK ABOUT IT  
"5 MISTAKES PEOPLE MAKE ON THEIR FIRST EVENT"  
FREE  
SHOW THE WORLD YOU KNOW YOUR SHIT!  
REPACKAGE FOR DIFFERENT AUDIENCES  
YOUTUBE SHORTS  
#2 SEARCH ENGINE IN THE WORLD

**B2B MARKETING**  
LET THE SELLING COME TO YOU  
POWERFUL ADS  
VERY UNDERPRICED  
**LINKEDIN**  
IS THE BUSINESS VERSION of TIKTOK  
CAN TARGET EMPLOYEES of SPECIFIC COMPANIES!  
SO MANY MISSED OPPORTUNITIES ON LINKEDIN  
YOU CAN LEARN HOW  
BANNER ADS ARE \$\$\$  
3X/DAY!  
JUST DO IT.

**GROWTH**  
GREW TO a \$60M WINE BUSINESS  
TOO SLOW!  
TOO BUSY!  
VEEFRIENDS  
OFFENSE MODE  
REQUIRES DELEGATING

**CHASE ATTENTION**  
MOST IMPORTANT BUSINESS DEVICE ON EARTH  
TECH IS UNDEFEATED  
USE IT BEFORE YOU DEMONIZE IT  
DEEPFAKES ARE COMING

**REINVEST in the BUSINESS**  
EVENTS ARE IN a GROWTH MOMENT  
ARE YOU READY TO DOUBLE BUSINESS?  
YOUR MEETINGS ARE TOO LONG  
GUESSING  
HIRE SOMEONE!  
RESUME  
FIRING IS KNOWING  
HESITATION TO HIRE KILLS GROWTH  
PROFIT SHOULD

**CULTURE**  
BUILD your CULTURE  
IT'S OK IF EMPLOYEES do THINGS DIFFERENT FROM you  
TRUST  
KNOW YOUR EMPLOYEES  
PEOPLE are KEY  
IF YOU OWN your BUSINESS, 100% OF THE PROBLEMS ARE YOUR FAULT  
NO BLAMING

**ARTIFICIAL INTELLIGENCE**  
FALL IN LOVE WITH "MAYBE"  
DON'T LET BAD COMMENTERS STOP YOU!  
RESEARCH TOOLS  
TASTE TEST  
NO GOING BACK  
DON'T LEAVE GROWTH ON THE TABLE  
WHAT'S STOPPING YOU?  
MINDSET  
YOU KNOW WHAT TO DO.  
COMPLAINING DOES NO GOOD  
RELEVANCE  
SAME PRINCIPLES, NEW CONTENT



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# Share the visual notes from the Event Planner on social media!

We'll be uploading the visual notes in shareable formats to our platforms soon, so you can re-share with your audience. Be sure to follow us so you don't miss it!

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