

audience
Immersion
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Audience Immersion

The deeper experience designs paying dividends

**Live
Union**

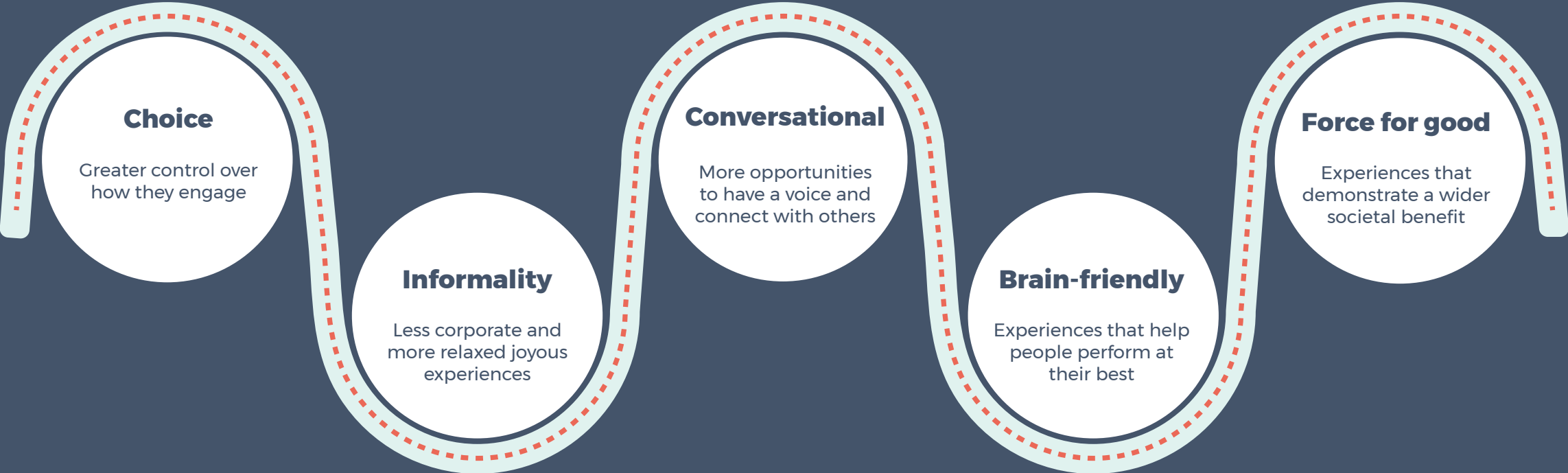
Earlier this year we shared Audiences Unleashed, a report exploring people's changing relationship with live experiences.

This has sparked many conversations.

It has also raised a frequent question:

How can experience design respond to these changing audience needs and deliver more value for business?

Changing Audience Needs



We live in an experience rich world. From e-gaming to interactive visitor attractions, we enjoy playful, multi-sensory experiences.

When it comes to business events, forward looking companies are leaving traditional formats behind and harnessing people's appetite for captivating, immersive experiences.

This means responding to audiences' changing needs by drawing inspiration from far and wide, from museum curators, TV producers and immersive theatre designers.

Deeper Value

With pressure to achieve efficiencies, immersive experience design is helping businesses target specific types of engagement.

Whether your objective is deeper connections, deeper conversations, deeper learning or demonstrating deeply held convictions, immersive experience design offers more effective approaches.

Taking audiences deeper doesn't have to mean having deeper pockets. It means having clarity of objectives and using smart experience design to achieve them.



***‘Deeper connections,
deeper conversations,
deeper learning...’***



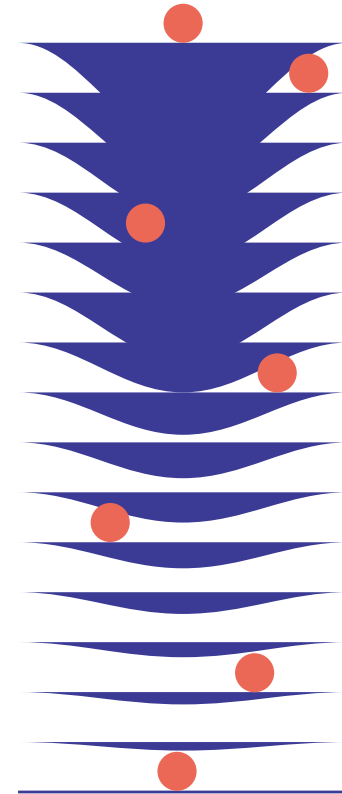
Surface experiences simply 'scrape the surface'. Conversation is trivial. Connections are fleeting. Learnings are quickly forgotten. Convictions don't stick.

Surface Experiences

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Deeper Experiences

Deeper experiences captivate. They encourage people to explore, to challenge, to discuss, to make your content personally meaningful.

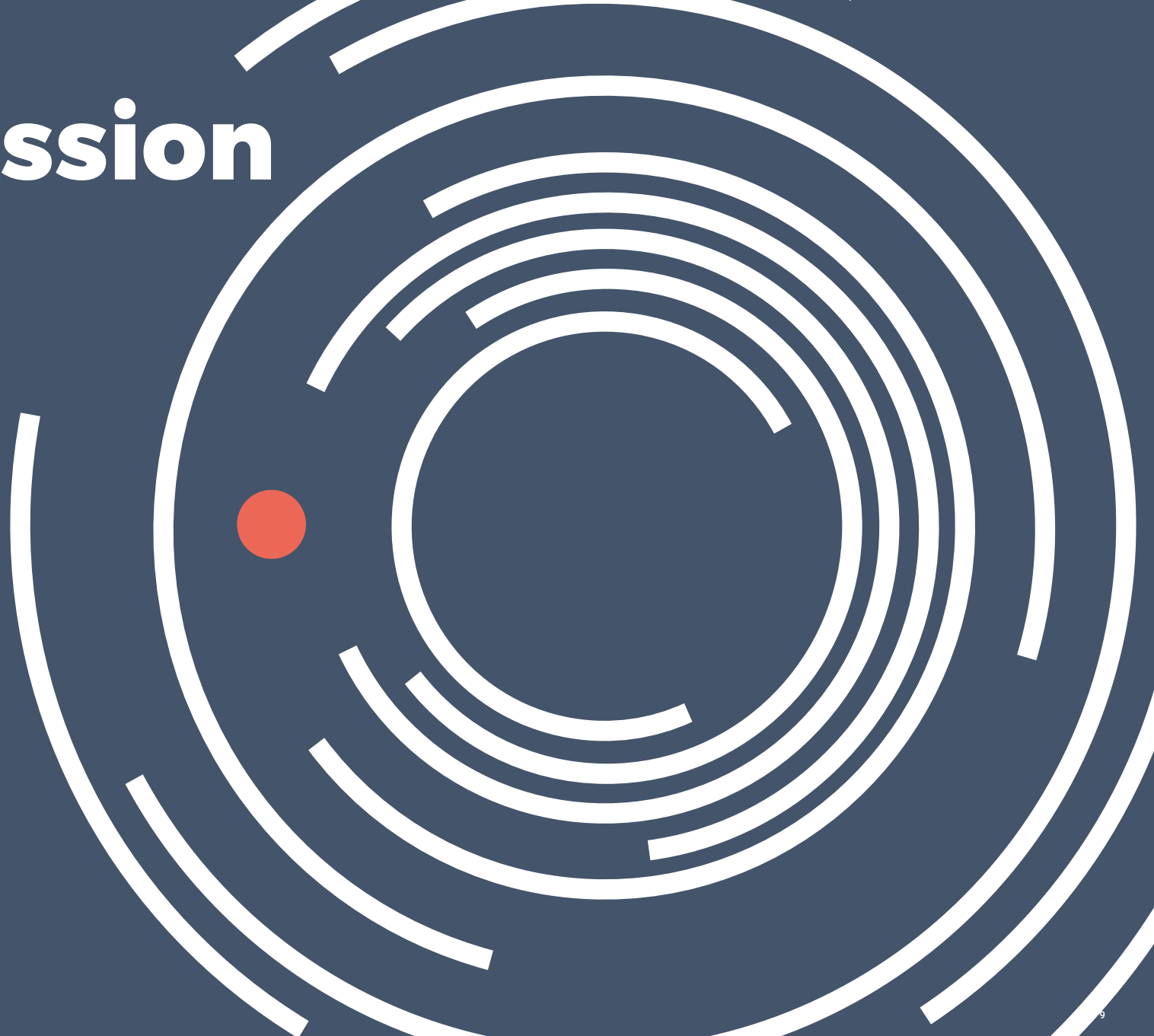


Designing For Depth

1. Decompression Zones

People bring a lot of mental baggage to events. The pressures of day-to-day work, the demands of their inbox, the stress of travel. It's unrealistic to expect people to pivot straight to deep engagement.

Decompression zones draw people into your experience. They're designed to confound expectations and take people off autopilot. They can be arresting physical spaces, theatrical interventions or audio-visual immersions.





2. Walk-throughs

Walk-through environments put people in control; exploring at their own pace, prioritising what's most valuable for them. They spark connections and help people have better conversations.

A gallery-style walk-through approach sees you curating the content, and your audience personalising how they respond. People want choice, but they want you to help them discover what's right for them.



3. Merging in-person & digital

Digital interactions add new dimensions to your experience. Digital touchpoints built into physical events are powerful ways to help your audience go deeper.

They broaden the spectrum of content, letting your audience personalise their experience. They offer different styles of engagement for different personality types. They open up pre and post-event opportunities, and provide data and feedback loops that help you learn more about people.

Taking a performative approach, using with professional actors, opens the door to creative ways of telling stories and offering different perspectives.

4. Immersive Theatre

Immersive theatre removes the barrier between audience and stage. Taking the same approach to your events has a dramatic impact. Putting your audience at the heart of the story switches on engagement.

5. Designing



Building deeper connections amongst your audience means helping people have more meaningful and memorable conversations. This involves a range of experience design skills.

For

Digital tools can help people find the most valuable connections. Facilitation helps guide the conversation. Spatial design provides the right environment. Lounges are great for informal, self-guided discussion. Agoras bring groups face-to-face to tackle shared challenges.

Connection

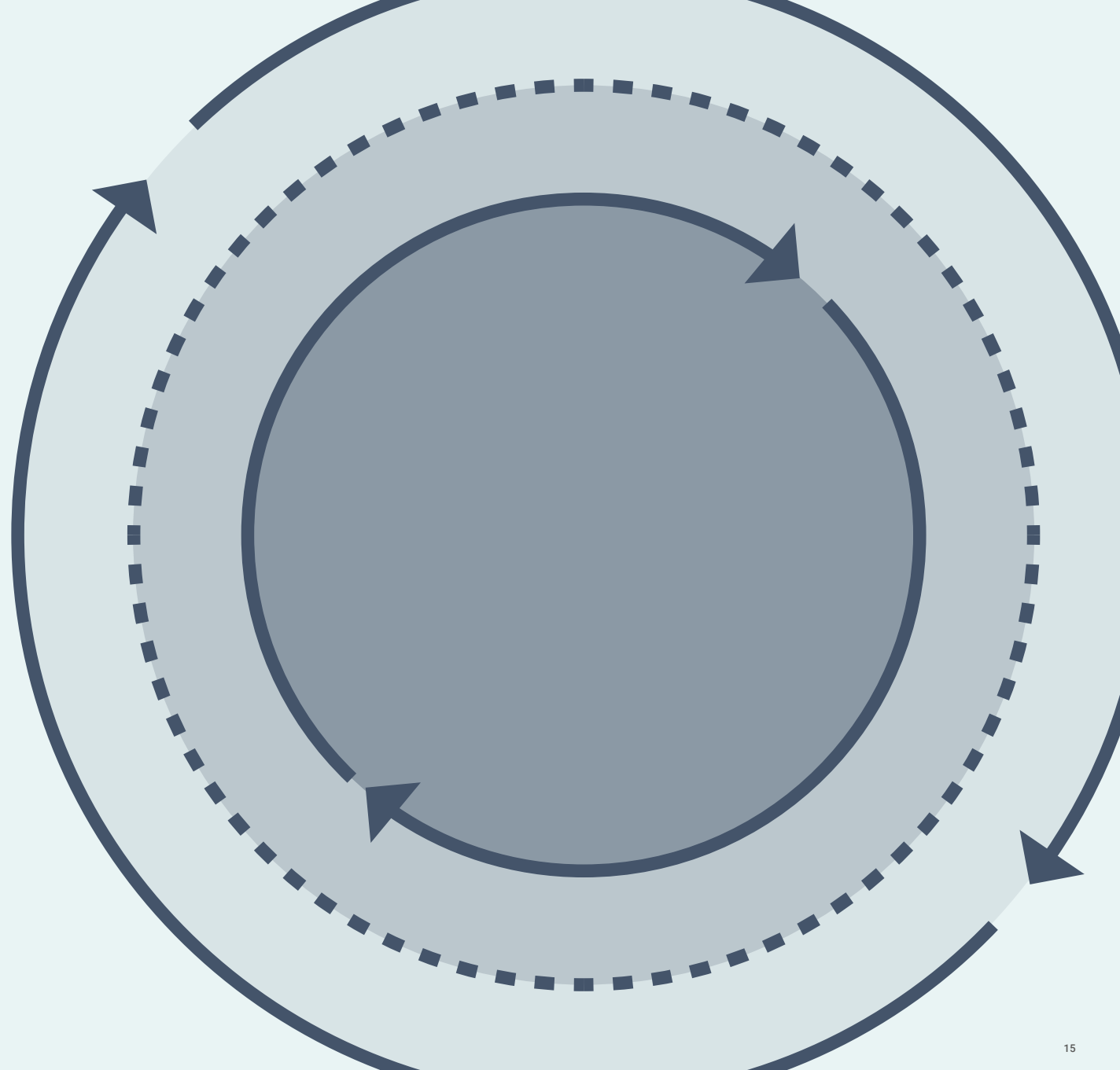
Sustainable

Design

Sustainable Design

An immersive approach opens up new avenues for sustainable design. It brings in learnings from museum and visitor attraction design.

Taking people deeper means rethinking how we connect people to ideas and to one another. With this comes more opportunities for making smart sustainability decisions. It allows a dialogue with the audience about sustainability and the approach you've taken to your experience design.



Deeper

Evaluation

Deeper Evaluation

Deeper experiences provide deeper opportunities for evaluation. More conversation, more exploration, more one-to-one connections all generate insights.

Physical and digital touchpoints can be designed to capture opinions. Digital channels integrated into the experience provide data that, when fed into CRM systems or pulse surveys, provide a long-term view of the impact of the event.





***‘More conversation,
more exploration,
more one-to-one
connections’***

HOW DO WE ENABLE
CONSUMERS TO SELF-CARE
AT A TIME WHEN HEALTH
SYSTEMS ARE UNDER
PRESSURE

HAND
SANITIZER
USE ME
PRO

10
10

Drop us a line...

We're passionate about helping our clients embrace new formats and innovate their experiences for a changed business landscape.

We'd love to discuss what immersive experience design can deliver for your business.

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