

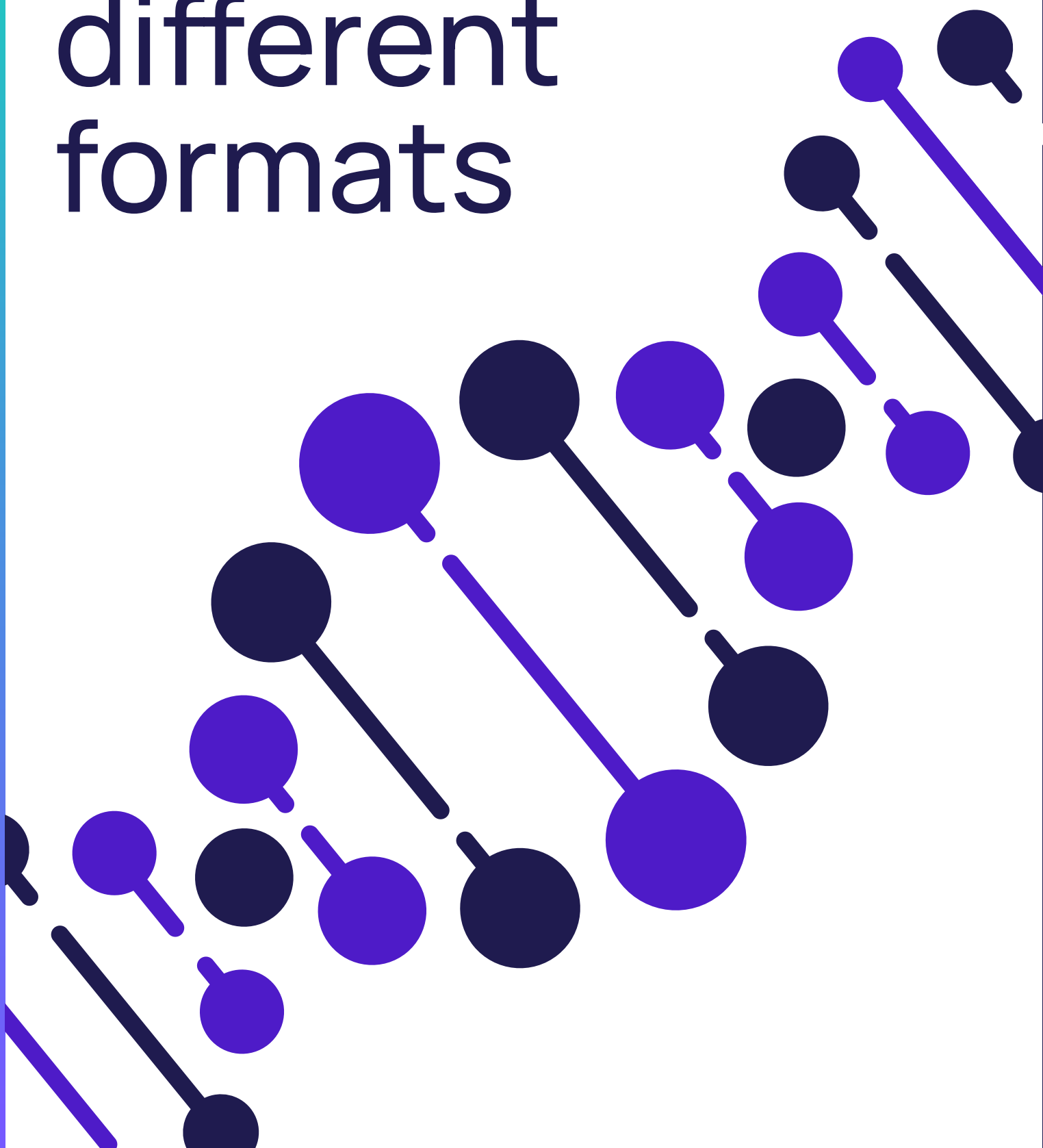


ISSUE 1

Lab Report

One strand of content

Three different formats





Audio
Experience



Interactive
Game



Theatrical
Immersion

The Aim



What happens when the same story is delivered in **three completely different ways?**

The Great Content Experiment was designed to find out. Business audiences are crying out for more creative, immersive and joyous ways of connecting to content. Live experiences are answering that call – reimagining how stories are told through sound, play and performance.

We put three innovative formats to the test with a willing audience of event and comms leads. Our aim? To explore how changing the format shifts engagement and to discover where the challenges lie in implementing them.

Welcome from the Lab

**Experience design
shouldn't be a
desk-bound job.**

We're living in the age of experience. At Live Union we love nothing more than getting out and about exploring new event formats. That's why we were excited to gather so many clients and agency friends in person, for the Great Content Experiment.

In this Lab Report we share what we learned on the day, alongside wider polling and insights. We also take the opportunity to explore how more surprising and joyous formats create deeper audience value.

We hope it sparks some ideas – and of course we'd love to continue the conversation about reimagining your audience experiences.

The Live Union Team



$$y = \begin{cases} x + 3y + 2z = 1 \\ 2x + 6y + 5z = 38 \\ x + 2y + 10z = 2 \end{cases}$$

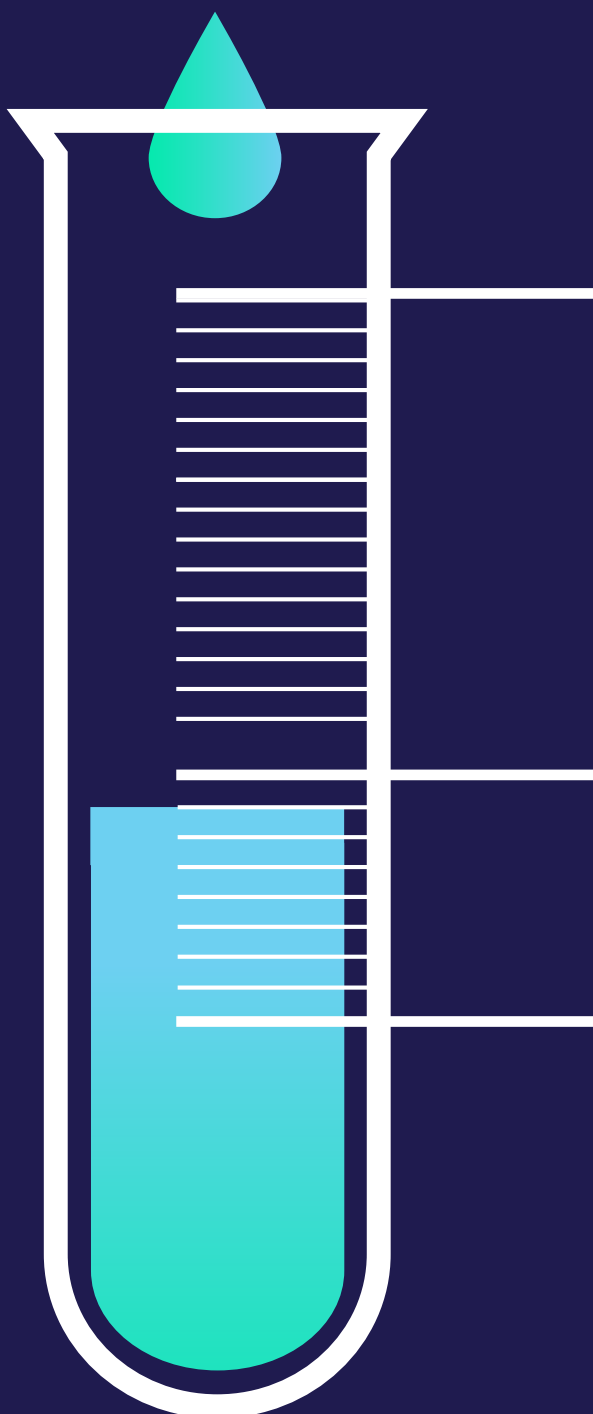
$$x = \frac{-b \pm \sqrt{b^2 - 4ac}}{2a}$$

$$\sum f(a+b) = c$$



The Formats

A single strand of event content '**Kill the Beige: Business events in the age of experience**' delivered in three different ways.



Audio Experience

A walkthrough headphone experience combining scripted storytelling, sound design and in-room props



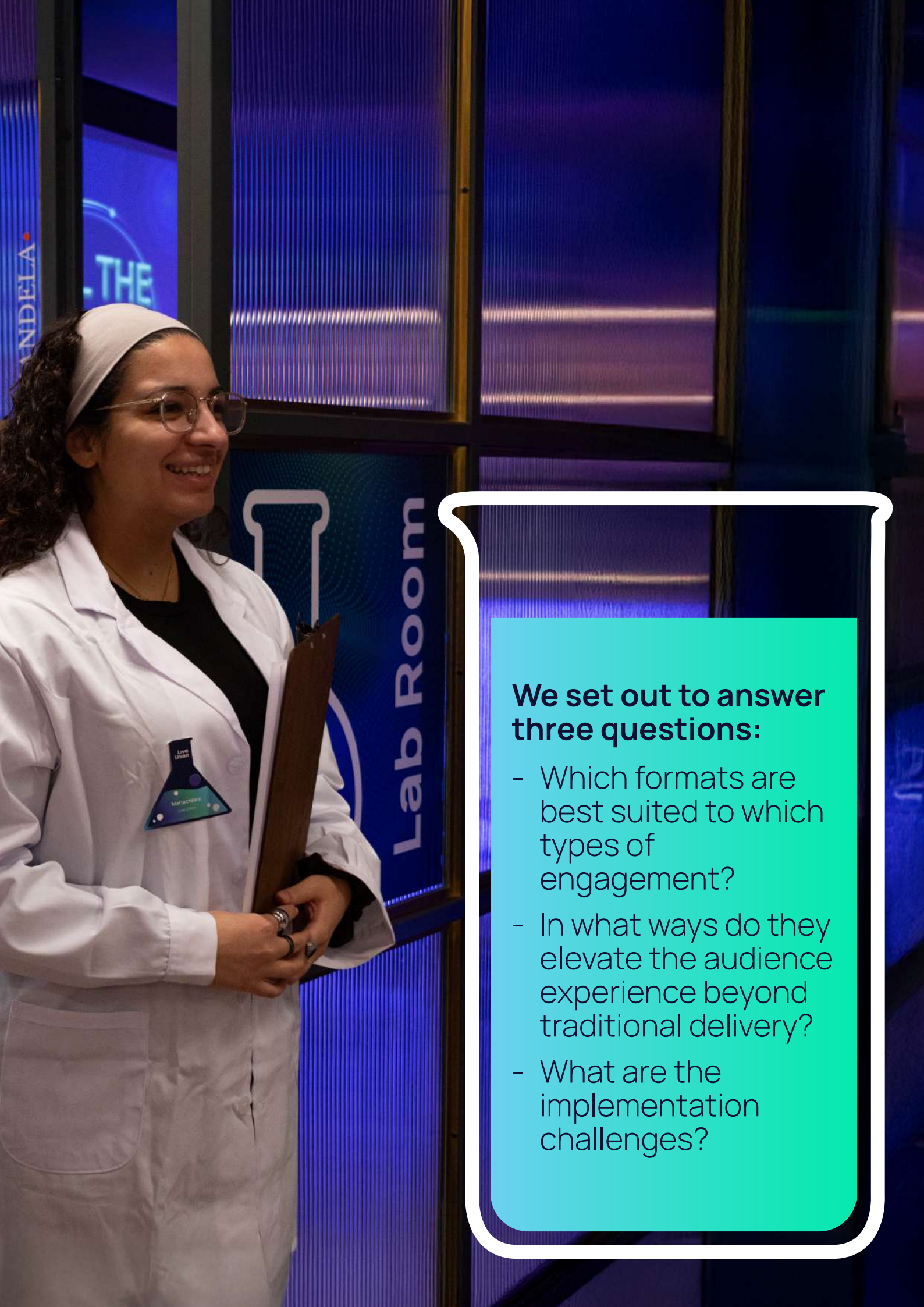
Interactive Game

A competitive multi-player challenge



Theatrical Immersion

An actor-led performance that puts the audience at the heart of the story



We set out to answer three questions:

- Which formats are best suited to which types of engagement?
- In what ways do they elevate the audience experience beyond traditional delivery?
- What are the implementation challenges?

The Experiment

Audio Experience

Stepping into the room, each person donned headphones and started with one of three stories. Layered soundscapes, brilliantly produced by Felt Music, drew them into the narratives.

Each story came with a tactile prop, a clue to the world they were entering. People visibly relaxed, experiencing how sound can shift mood and perspective.



The audio experience instantly resonated, giving people space to slow down, tune in and connect more deeply with the story. With the freedom to choose their starting point and move at their own pace, participants described feeling “drawn in”, transported, and emotionally connected in a way that felt unusual for a business event. The blend of narrative, sound and tactile props made each story feel lived rather than simply heard, prompting more thoughtful reflection.

A strong theme was the calm and privacy the experience created, a moment of stillness that let the content land with real emotional weight. This quieter, self-directed engagement helped people empathise and inhabit different viewpoints, and conversations flowed naturally afterwards. Attendees saw clear potential for using audio to explore emotive or complex topics where depth of feeling matters as much as clarity of information.

Quotes:

“Focusing in on just one sense really heightened the impact”

Best for:

Making emotional connections and landing facts.

Watch out for:

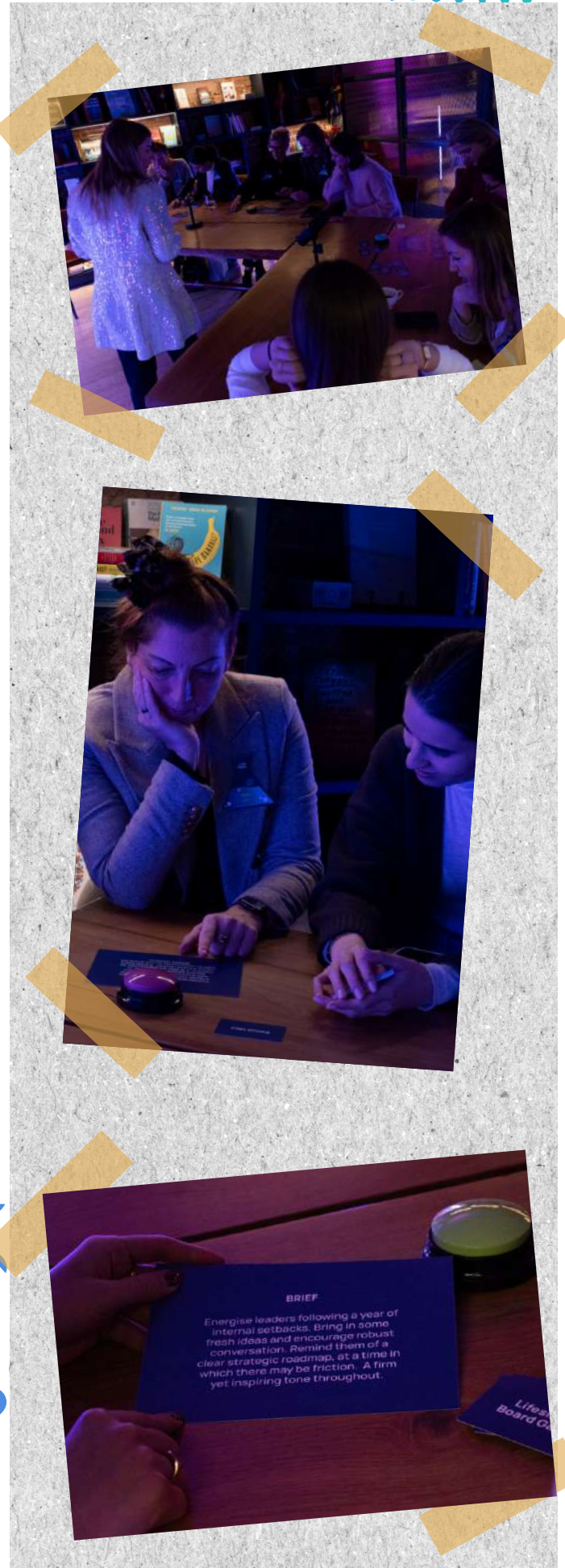
A lack of orientation and instruction.

The Experiment

Interactive Game 🎲

This was the play zone – full of laughter and competition. People stepped into a high-energy space to test whether something that might seem flippant could, in fact, unlock deeper engagement.

In this interactive game, players tackled a series of challenges designed to spark collaboration and land messages through play.





The interactive game showed how powerful play can be in a business setting. From the first buzzer, strangers were suddenly collaborating, debating answers, leaning in and building instant team spirit. The competitive energy dissolved hesitation and quickly united the room.

A key insight was how well the game helped facts stick. Because players had to focus, recall information and apply it under light pressure, the content landed. The “Brief Encounter” challenge turned abstract ideas into active problem-solving, cutting through audience fatigue and keeping people alert.

Attendees also recognised how well this format suits myth-busting, induction content and internal messaging, moments that need clarity, collaboration and fast understanding. By turning information into something people do rather than simply hear, the game made complex content accessible, memorable and shared.

Quotes:

“Audience fatigue is a thing – but this kind of format combats it”

Best for:

Connecting people and sparking discussion.

Watch out for:

The format being too complicated and getting in the way.

The Experiment

Theatrical Immersion

Professional actors led a fast-paced, humorous challenge that pulled people out of their comfort zones and into a shared mission. Using props, jeopardy and the techniques of immersive theatre, they placed the audience at the heart of the story—humanising the content, lowering tension and shifting the group dynamic.



The theatrical immersion prompted one of the most surprising reactions of the experiment. People arrived unsure, but as soon as the actors began, the room softened and participants described feeling “off-balance in a good way,” nudged into a more open and playful mindset.

What emerged was how strongly the live performance unlocked creativity and problem-solving. Stepping into a role freed people from hierarchy, and the mix of scenario, humour and light jeopardy created a space that felt more like a brainstorm than a presentation, where experimentation and unconventional thinking came naturally.

The format was also highly inclusive. Quieter voices grew more confident, and the presence of actors gave emotional messages greater immediacy. Attendees saw strong potential for this approach, especially when topics are emotionally charged or call for radically different thinking.

Quotes:

“Actors really help pull everyone into the conversation.”

Best for:

Empathy and behavioural change.

Watch out for:

Short timelines.
Theatrical immersions need detailed briefing and rehearsing.

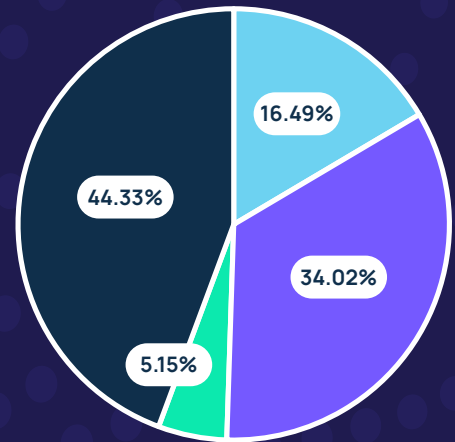
The Results

Stats

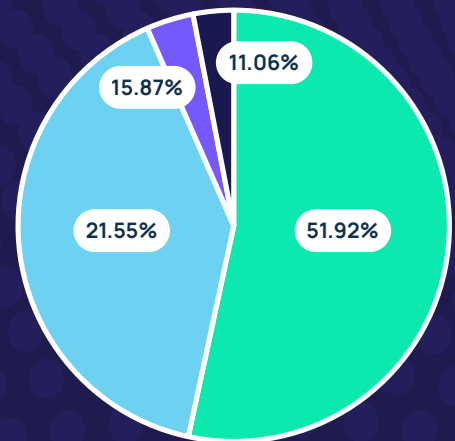
We polled people live at the Great Content Experiment and put the same question to people on LinkedIn. This is what we found.

Which formats are best suited to which types of engagement?

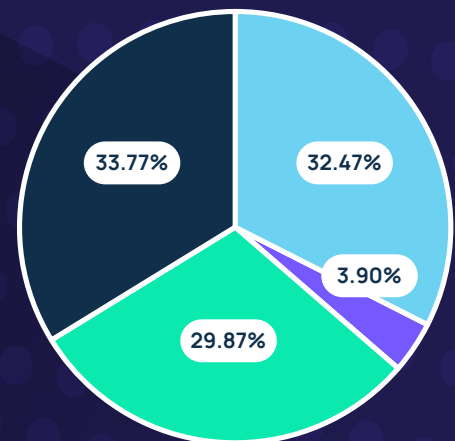
- Achieving emotional impact
- Connecting people
- Delivering detailed information
- Sparking discussion



Audio Experience



Interactive Games



Theatrical Immersions

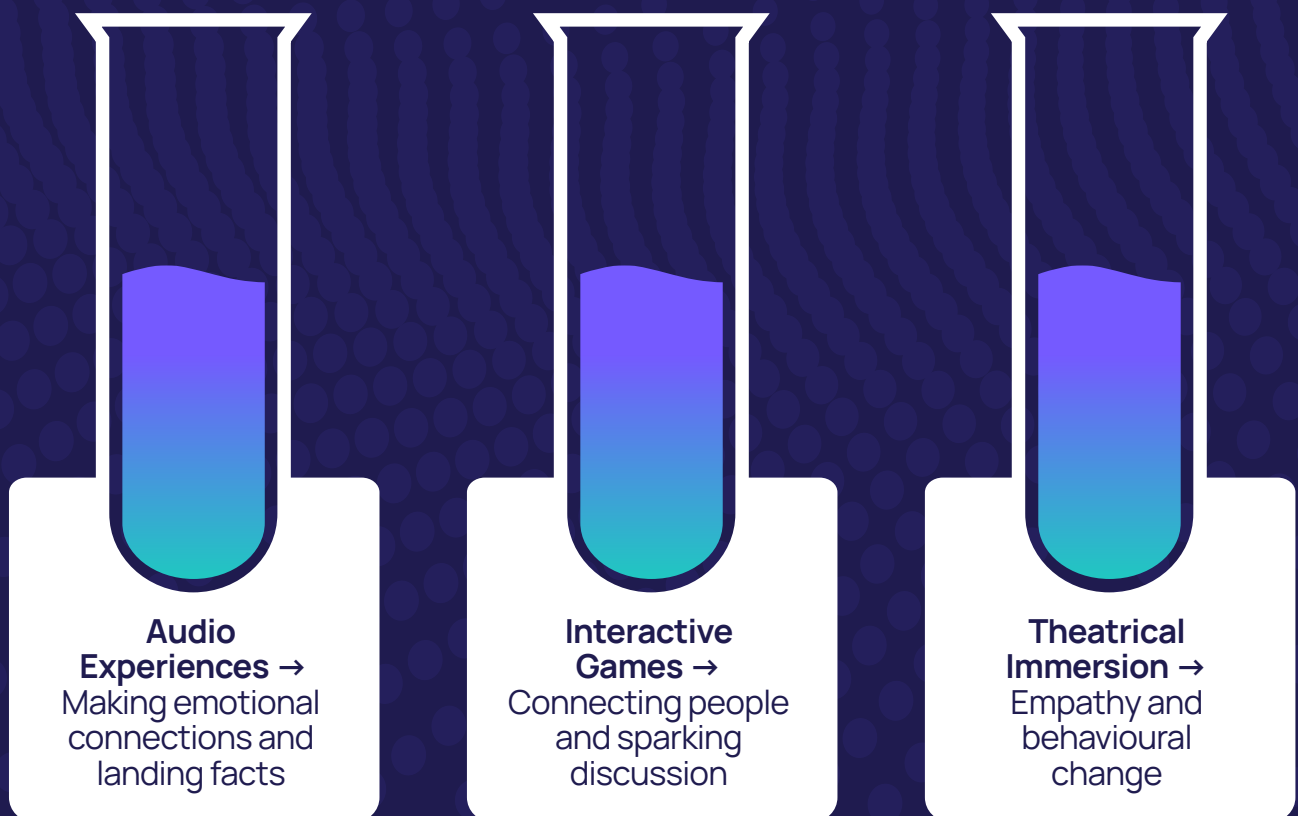


Takeouts

Format changes everything. Immersive experiences don't deliver a single type of engagement; they open up a whole range of outcomes and emotions.

Pushing the boundaries of how you deliver content, increases your ability to land ideas, to build relationships, to foster empathy, to change minds, to shift behaviours.

The key is knowing the style of engagement you're after and then reaching for the right format.



These formats bring new challenges when it comes to designing content and producing sessions, but these are easily overcome with the right partners. If these concepts seem daunting then start with your own experiment, trial something in a part of your event and go from there. Experience rich audiences are crying out for something different.



The Experts

Behind the formats

The Great Content Experiment brought together format specialists from across Live Union and our creative network. Here, they share the thinking behind each experience — revealing what it takes to craft content that truly connects — from scripting empathy into sound to building games that teach through laughter.

**Gian Hayer,
Strategist at
Live Union.**

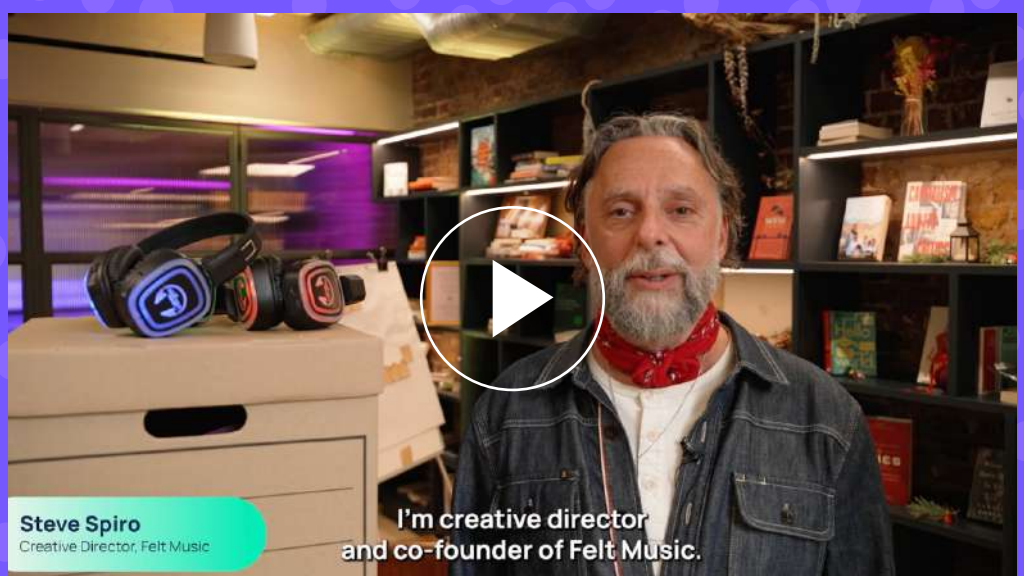
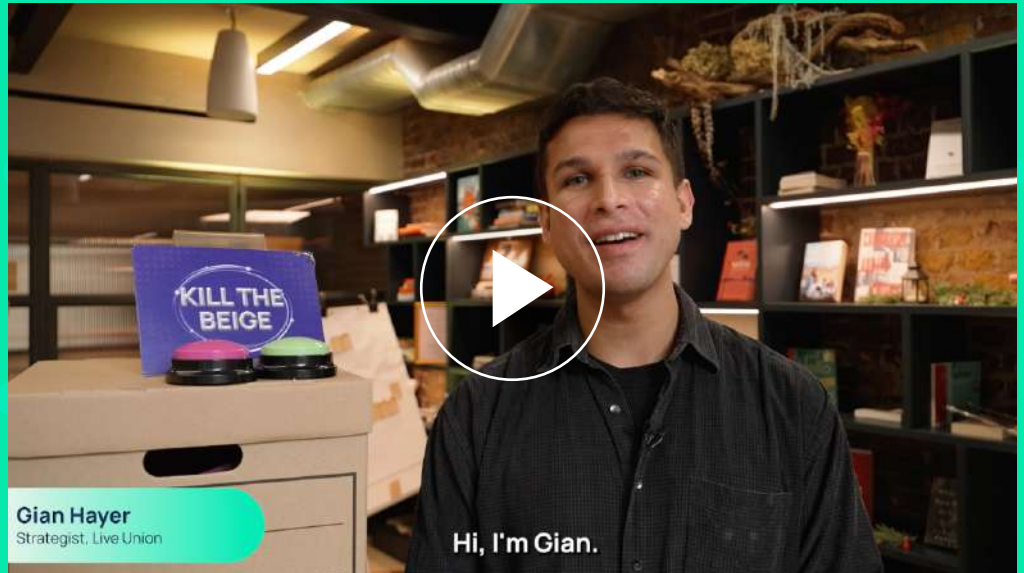
Expertise:
Designing gameplay
for events

**Kat McGarr,
Creative Director
& Performer.**

Expertise:
Writing and
directing theatrical
immersions

**Steve Spiro,
Creative Director
at Felt Music.**

Expertise:
Creating immersive
audio experiences



Our Approach

Transformative Live Experiences

What we tested in the Lab lives in the field – shaping how we solve engagement challenges for global organisations.



Immersive Audio for Empathy

When a global bank wanted leaders to emotionally connect with the consequences of financial crime, we harnessed the power of sound. Isolating this most emotive sense helped participants walk in others' shoes – turning information into felt experience.



Theatre for Behaviour Change

To shift entrenched ways of thinking, we used live performance. An actor-led intervention brought customer service failings to life, holding up a mirror to behaviours and prompting genuine reflection and discussion.

At Live Union, we apply the same spirit of exploration to every client challenge — designing experiences that go beyond information delivery to create emotional and behavioural impact.



Gameplay for Understanding

Faced with a complex strategic topic, we transformed the content into a collaborative challenge. A multiplayer game used competition and shared discovery to make learning memorable and collective.



Immersive Walkthrough for Discovery

When an organisation needed to showcase the scale of its innovation, we built a self-guided walkthrough experience. Participants could explore, choose, and connect with ideas in a space designed for curiosity and choice.

Let's start a conversation

We'd love to explore how immersive design can take your audiences deeper — creating experiences that change minds and shift behaviours.

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VISA

Linklaters



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