

HERE TO HELP



Taylor

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EVERYTHING IS POSSIBLE.

For almost 100 years, we've operated with the philosophy that everything is possible. No matter the creative vision, or the obstacles in place, we bring brands to life through experience. The massive disruption to the live events space is no exception.

As much as the landscape of live experiences has been impacted by the recent pandemic, the writings were on the wall—the shift toward hybrid events was already happening. With the current climate of the industry, many businesses are looking to pivot and adapt to the changing environment—not us.

We went where the puck was going. For the last decade, we've been integrating digital engagements into our events and activations, creating a new wave of hybrid events. We have an established history of delivering in-house end-to-end hybrid experiences that blend the physical with the virtual, and that makes us different. We're not scrambling to translate a physical experience into a digital or virtual space, we're already fluent in doing so.

That being said, we have taken extreme thought and precaution when approaching the new obstacles that are present in the industry today. Firstly, by adapting our approach to Experience Design. As the cultural perspectives towards large group experiences shift, we believe in adapting our design approach to meet these new expectations. Some of the ways we're doing this are:

- Prioritizing concepts that work best for social distancing
- Ensuring the integrity of the experience while using virtual solutions to address staffing considerations
- Shifting to attraction/narrative-based experiences
- Adequate experience in spatial planning, dimensions, layouts, and traffic management

- Touchless digital engagement solutions & technologies
- Rethinking engagement tracking methods
- Shifting to outdoor spaces where possible
- Signage planning to assist traffic management

We're also focusing intensely on a few key guiding principles.

Safety, ensuring all solutions keep staff, consumers, and the general public safe. **Innovation**, ensuring all solutions implement emerging technological innovations that promote hygiene and novel brand engagement. **Integrity**, ensuring all solutions stay true to the heart of the brand. And **Embracing the New**, our ideas need to embrace reality and seek out the opportunity to do something new, and exciting.

We want to bring your business into the future. We have a suite of offerings from simple virtual solutions to in-depth and comprehensive hybrid experiences that blend cutting edge technology, with a deep understanding of human insight. Both designed to deliver an experience that's engaging, effective, and memorable. Whichever solution best suits your need, we can help you communicate with your customers effectively and help your business grow.

We're event experts and as such, we know what makes them so special. We design with the human-experience front of mind, ensuring those valuable and authentic human connections can be made in a seamless virtual networking environment. Events build relationships and we can make that happen regardless of platform.

Whatever your business need, we have tried and tested solutions to help you respond to the changing landscape. In times like these, it's important to remember, even though we're contactless we can still be connected. We're here to answer your question and help your business embrace the future. Let's start a conversation today.

