

/2022



INNOVOCULT

FEST

HOT TAKES



INNOCULT OVERVIEW

01 PRE-EVENT

02 DURING THE
EVENT

03 AFTER THE
EVENT

ACTIONS TIMELINE

/ 2022

February

March

April

Event



Event concept, first contacts

- Form for participants on what they wanted to do
 - Sharing building datasheets, format
 - First technical calls
- Program set-up

Final Program, Communication Actions

- Closing program
- Organization of participants
- Second round of technical calls
- Event communication

10 days before the event

- Technical tests
- Latest program changes
- Set up the graphic layout of the spaces
- General rehearsals with participants and indications on what happens and how

EVENT



3 DAYS FESTIVAL





PRE EVENT

COMMUNICATION MATERIAL CREATED

SETUP

PHYSICAL SETUP

Graphics in the galleries,
printed program, badges
for participants, branded
bags

DIGITAL

DIGITAL MATERIAL

Program in image, in pdf,
program for social, video
interviews, promotional
videos, social posts with
images

ADV

THROUGH WHAT WE COMMUNICATED

Online promotion, partner
channels, social media,
dedicated mailing lists



PRE EVENT

TARGET AUDIENCE

MEET COMMUNITY



People
subscribed to the
MEET newsletter,
regulars

NEWCOMERS



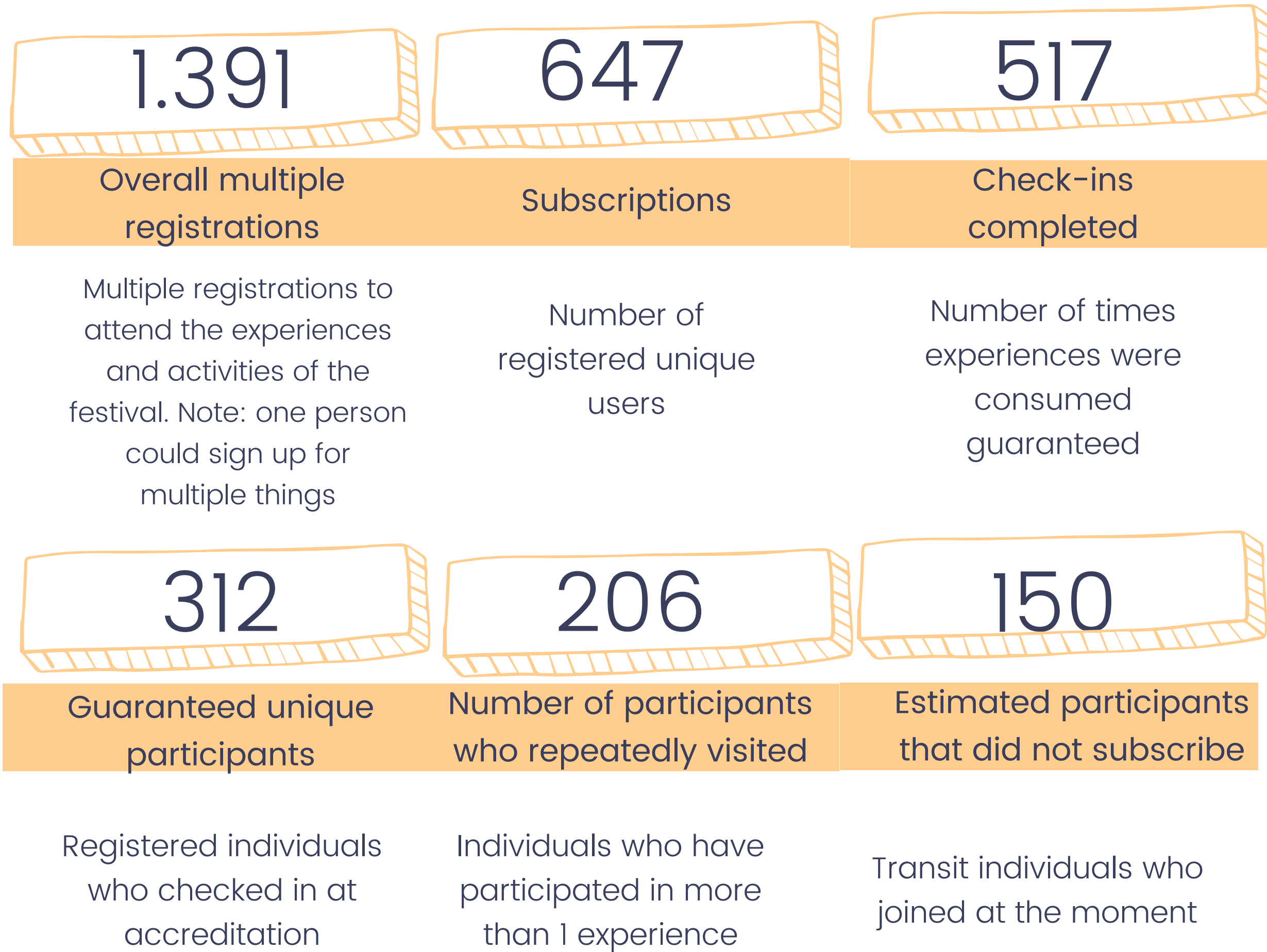
Through
advertising on
channels other
than our own, we
have tried to
reach new people

SPECIFIC STAKEHOLDERS



Through a
mapping of the
realities with
similar interests,
direct
personalized mail

EXTERNAL
AUDIENCE





DURING THE EVENT

TEAM ORGANIZATION

84

OVERALL STAFF

25

Project participants

+

16

Support to project participants
(other team components)

=

41

Overall project
participants

2

Inova+ PM

+

3

FZ PM

+

2

Meet PM

=

7

Overall
Project Managers

6

Tech team

+

13

MEET team

+

15

Assisting team

+

1

Photographer

+

1

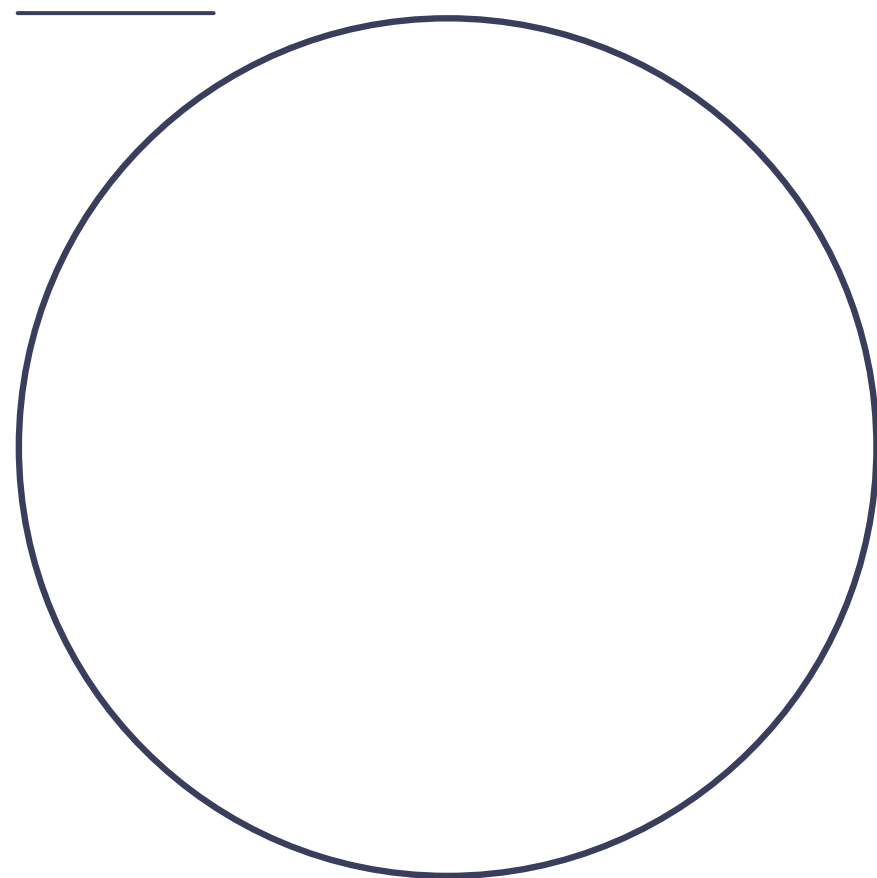
=

36

Overall team

Video maker

COMMUNICATION COVER



$$11 + 4 + 163 = 177$$

Appeared on 11
different media
publications

Newsletter
sent

Specific
stakeholder
invitations

Overall
Invitations

$$28 + 42 + 12 + 27 = 109$$

Facebook Post

Instagram Post

Linkedin Post

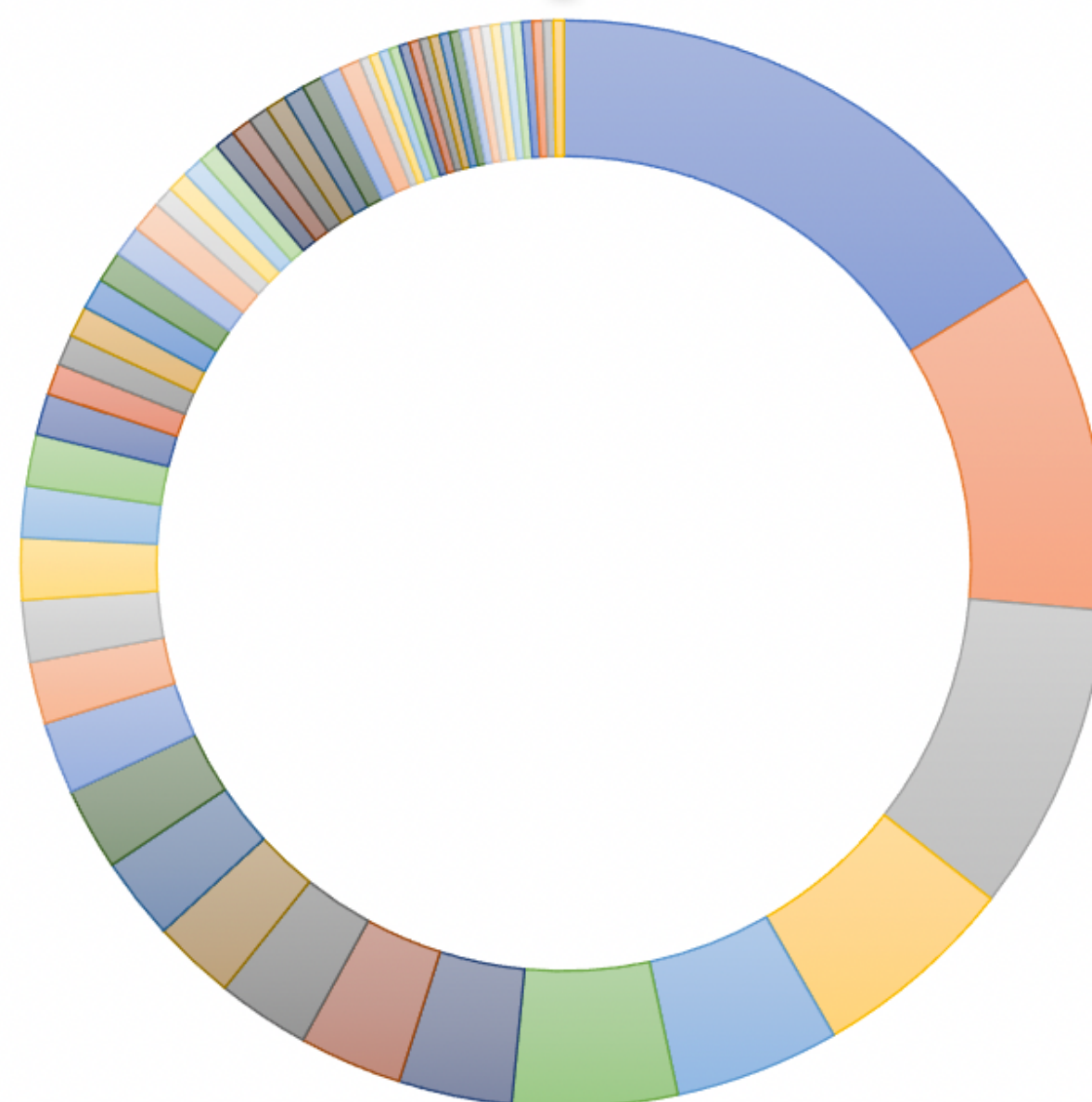
Twitter Post

Overall

People reached – exposure



AFTER THE EVENT AUDIT BREAKDOWN



- | | | | | | |
|------------------|----------------------------------|--------------------|------------------------|--------------------|---------------|
| Student | Employee | Other | Designer | Freelancer | Teacher |
| Engineer | Manager | Artist | Doctor | Marketing | Retired |
| Researcher | Consultant | Entrepreneur | Software | Content Specialist | Dancer |
| Photographer | Architect | Digital specialist | Director | IT | Journalist |
| Not Employed | Web Developer | CEO | Creative Director | Curator | Event manager |
| Filmmaker | Homeworker | HR | International Projects | Marine Biologist | Musicist |
| Psychologist | Social worker | Account Manager | Actor | Actuary | Archaeologist |
| Art Historian | Biomedical Laboratory Technician | Blacksmith | Blogger | Booker | Buyer |
| Composer | Creative Advertiser | Game Designer | Graphic Designer | Model | Performer |
| Personal trainer | Vice President | Video Producer | Voice Over | | |

INNOCULT

AFTER THE EVENT

AUDIT BREAKDOWN





INNOCULT
END.