

CRAMER

BRAND EXPERIENCE

# PATTERNS

2025 FALL UPDATE

## 2025 BRAND EXPERIENCE PATTERNS

# ATTENTION ISN'T GIVEN, IT'S EARNED.

Earlier this year we dug into the various trends and buzzwords that ran abound in our industry.

Cramer took note of what was happening in our industry—then filtering them through a lens of experience—identifying patterns with the potential to cut through the noise.

Attention is our currency. With interactivity and individualization as table stakes, we're exploring not only how brands are pushing through information overload to capture undivided attention, but also what it means for these patterns to be actionable.



## **2025 PATTERNS OVERVIEW**

### **01 VIBE AS ROI**

In 2025 events are placing a heavier emphasis on feel. A vibe. We're diving deeper into what that means.

### **02 BELONGING IS THE NEW BRANDING**

Audiences don't want to just attend events; they want to feel like they belong. Here's how brands are activating their audiences by elevating what's there or creating something new.

### **03 THE EXPERIENCE ORBIT**

Attendees no longer need to navigate the experience. Instead, the experience navigates to them. This is the Experience Orbit: personalized, hyper relevant content delivered right where they are, when they want it.

# PATTERN 1

VIBE AS ROI

## PATTERN 1: VIBE AS ROI

# MAKING ENVIRONMENTS A GREATER EXTENSION OF EXPERIENCE



At the top of the year, **Delta** made noise by taking over the Las Vegas Sphere for a keynote. But even if you don't have a Sphere-sized budget, there's plenty you can do to make better use of your space and create an immersive vibe that motivates people.



**IBM Think 2025** leaned heavily into interactive immersions for a vibe that made AI feel actionable.



**Vimeo REFRAME** was a masterclass in immersive staging and vibe-driven design.

## PATTERN 1: VIBE AS ROI—IBM THINK

# IBM THINK

IBM Think is always a prime example of how utilizing space outside of the ballroom allows for attendees to dive deeper. Their user conference not only features their tech in keynotes but also creates opportunities to engage with their story from a hands-on approach. The content is literally tangible for their current clients, prospects, and collaborators.

The conference also has found success in using activations that have worked year over year. The familiar gives audiences a sense of comfort. The point of emphasis is to make sure it's relevant without being a distraction.

IBM Think is an opportunity for IBM's **current audiences to engage** with their technology through gamification and activation.

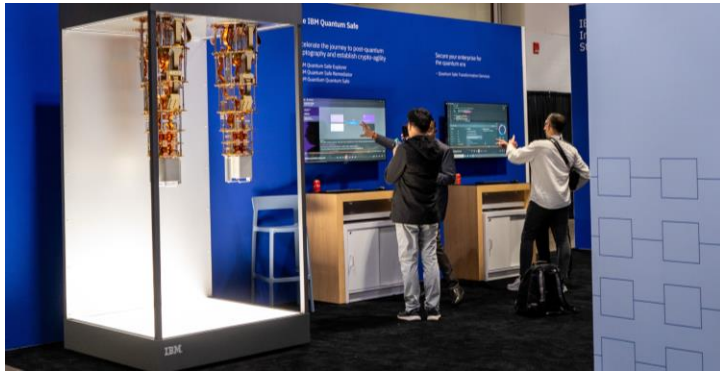
Setting the right tone is maximized by utilizing a multi-touch approach. Starting before attendees enter the venue a brand can establish the vibe for those who attended and the ones that wish they did.



## PATTERN 1: VIBE AS ROI—IBM THINK

# IBM THINK EXPERIENCES

Think 2025 transformed the venue into a living story. Immersive content flowed throughout the entire space turning passive observation into active engagement.



### Seamless brand narratives

Think was laid out so that its narrative and messaging (“AI everywhere,” “agentic AI,” “trust infrastructure”) were threaded across keynote stages, expo floors, partner booths, and even themed socials/experiences. When every touchpoint reinforces the same vision, it reinforces the overarching vibe.

### Spectacle and substance

Ferrari HP’s Formula 1 car activation was a literal data point, generating real-time telemetry data that mapped to IBM’s AI and analytics prowess. Interesting to look at and a perfect visualization of IBM’s data analyzing solutions. Win, win.

### Show, don’t tell

By integrating live demos and brand narratives in their physical booths, the attendees could walk through “real-world AI at work” rather than just hearing about it, fueling a feeling of action and keeping the energy high.

## PATTERN 1: VIBE AS ROI—VIMEO REFRAME

# VIMEO REFRAME EXPERIENCE

Vimeo REFRAME 2025 returned bigger, bolder, and in a brand-new venue for its second year. Vimeo successfully created a space where creators and marketers could feel inspired while exploring new products, AI features, and the future of video.



### Make the audience feel at home

REFRAME brought together the ultimate community of video visionaries: filmmakers, visual marketers, AV pros, and storytellers who are shaping the future of video experiences. By transforming the venue into an immersive environment, attendees could quickly connect and engage with the experience.

### Technology meets artistry

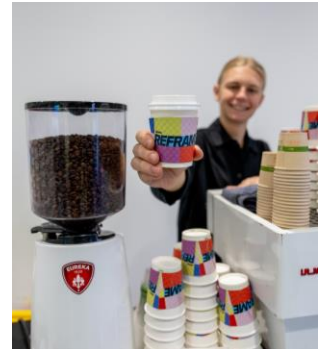
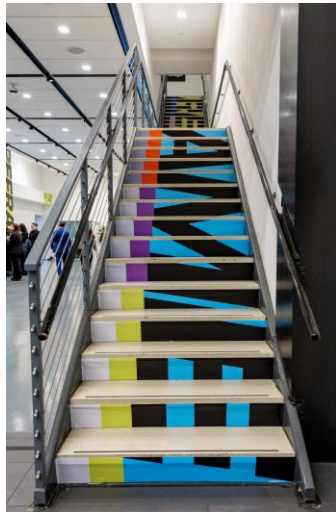
Merging staging, activation, and content into a behind-the-scenes motif allowed REFRAME to move beyond the typical user-conference vibe in order to create a dynamic ecosystem of storytelling and brand identity.

### Lights, camera, activations!

Immersive elements invited attendees to join the action, mixing BTS vibes with activations that fueled content worth sharing.

PATTERN 1: VIBE AS ROI—VIMEO REFRAME

# VIMEO REFRAME



# MEASURING VIBE

Vibes may be intangible, but there are efforts you can make to track impact and inform future events.



## Track Social Amplification

- Hashtag usage.
- Photo shares.
- Social mentions across platforms.



## Measure Dwell Time and Flow

- Time spent in activation zones, repeat visits to key areas.
- Attendee movement patterns via spatial analytics.



## Activation Performance

- Interaction rates within immersive environments.
- Content engagement tied to specific zones.
- A/B test comparing engagement between different layouts with the same content.



## Post-Experience

- Content and Activation recall.
- Emotional impact and vibe perception.
- Which spaces and experiences were the highlight?

# PATTERN 2

**BELONGING IS THE NEW BRANDING**

## PATTERN 2: BELONGING IS THE NEW BRANDING

# BELONGING IS THE NEW BRAND LOYALTY

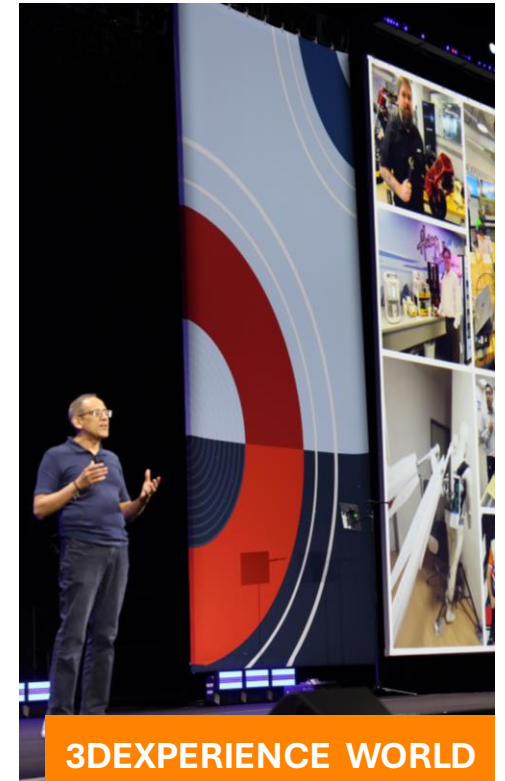
When we talk about belonging, we're not talking about sentiment—**we're talking about strategy.** Events are one of the most powerful tools that brands have to build community, deepen relationships, and create emotional stickiness. Whether it's with customers, prospects, or internal teams, the goal is the same: make people feel like they're part of something bigger.

And when that sense of belonging is real, it lasts. People come back. They advocate. They invest. They don't just attend—they commit.

Take **HubSpot INBOUND** and **Dassault Systèmes' 3DEXPERIENCE World** for example. Both have cultivated audiences over time—some new, some decades deep. These events aren't just content delivery systems. They're **community catalysts** designed to spark connection, reinforce identity, and turn passive attendees into active participants.



HUBSPOT INBOUND



3DEXPERIENCE WORLD

## PATTERN 2: BELONGING IS THE NEW BRANDING—HUBSPOT INBOUND

# HUBSPOT INBOUND



For years, HubSpot has cultivated a multi-layered ecosystem of users, certified partners, experts, and enthusiasts. However, in 2025 HubSpot made a bold move: relocating INBOUND from its long-time home in Boston to San Francisco.

The goal wasn't just geographic expansion—it was a **community stress test**. Could the brand's carefully curated network show up in a new market and make it feel like home?

*The answer was yes.*

### Pillar-aligned community initiatives

Attendee communities aren't just audience segments, they're **community pillars**. Each group plays a role in shaping the brand's identity and extending its reach. From ARGs (Affinity Resource Groups) focused on diversity and inclusion, to partner-led meetups and user-generated content, HubSpot has built a CRM platform that is **socially embedded**.

### Measuring impact of community

Attendance rose an estimated **14% YoY**, despite the venue and city being entirely new. They joined sessions led by peers, engaged in ARG meetups, and participated in rituals that made the event feel familiar, even in unfamiliar surroundings.

### Community as the engine

By designing for belonging, HubSpot turned a venue change into a growth opportunity. In addition to delivering content, the event delivered **connection**, proving that when attendees feel part of something bigger, they show up, engage deeply, and advocate long after the lights go down.

## PATTERN 2: BELONGING IS THE NEW BRANDING—3DEXPERIENCE WORLD

# 3DEXPERIENCE WORLD



At 3DEXPERIENCE World, the goal wasn't just to build a branded environment—it was to **activate a community**. 3DEXPERIENCE World shows how brands don't always have to manufacture belonging, especially when they are able to utilize the communities that are already there

This is an event where long-time users gather to explore, to connect, to grow. The brand doesn't chase novelty. **It builds roots.**

### Legacy evolves

Many attendees at 3DEXPERIENCE World were longtime brand enthusiasts: engineers, designers, and makers who shared rituals, language, and culture. Community took many forms, from the “Running of the Nerds” to the “Bacon Brotherhood” to the reseller exhibitors. 3DX World defined their communities, while also celebrating those that had organically formed over time.

### Making the most of organic

Energy needs to be amplified without being over-orchestrated. Spaces encouraged **organic interaction**, not just passive attendance. The venue layout, lighting, and flow were built to support spontaneous meetups, podcast takeovers, and broadcast livestreams that supported the larger community even if they could not attend in person.

### From online to real life belonging

Even before the event, social campaigns leaned into the sense of belonging. With promotion that invited attendees to “find your people,” and to “be part of the most vibrant CAD user group in the world,” community identification began before the doors opened.

Brands don't always have to manufacture belonging. They can utilize the communities that are already there.

## PATTERN 2: BELONGING IS THE NEW BRANDING

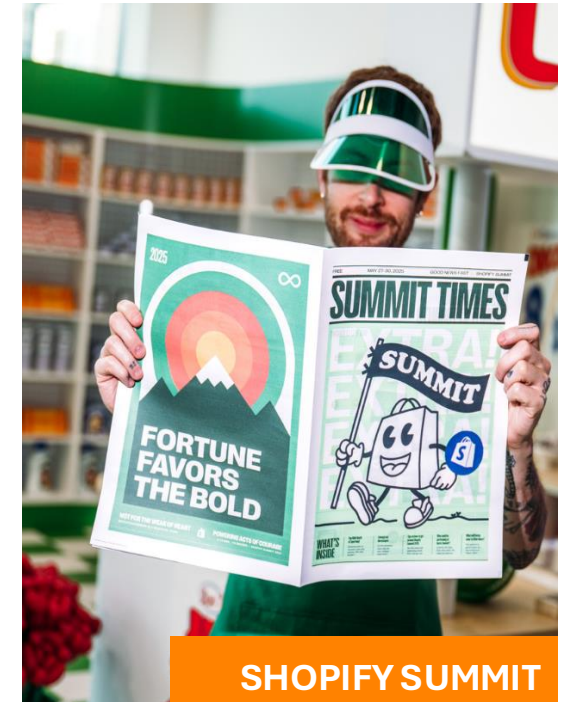
# DON'T FORGET THE TEAM (INTERNAL PROOFS)

But belonging isn't limited to external audiences. Brands are now using **internal events** to build culture, align teams, and drive adoption of company-wide initiatives. In fact, almost **70% of internal communication professionals\*** utilize in-person events to boost engagement among their teams.

We are even seeing this publicly with internal meetings being featured on social media and in industry reports with companies like Starbucks and Shopify.



STARBUCKS LEADERSHIP EXPERIENCE  
2025



SHOPIFY SUMMIT  
2025

\*SOURCE: [Workshop Internal Comms Trend Report 2025](#)

## PATTERN 2: BELONGING IS THE NEW BRANDING

# THE IMPACT OF COMMUNITY

**Your community can be your brand's biggest advocates.**

As you plan your event, have you considered the following key elements?

- Is your team planning for what happens after these communities are built?
- Do you have a strategy to engage event communities' attendees past the event? (Smaller regional events, Slack channels, Discords, LinkedIn groups?)
- Do you track the post-event engagement of attendees who request more information or have joined a group?
- Are your internal teams equipped to support their current business initiatives within these defined groups?
- How can internal NPS inform how you activate these communities for next year's event?
- Are there advocacy initiatives for repeat attendees who activate their networks and external communities?
- Are you inviting your communities to participate in feedback loops that invite them to co-create future experiences?

# PATTERN 3

THE EXPERIENCE ORBIT

### PATTERN 3: THE EXPERIENCE ORBIT

# THE CENTER OF ENGAGEMENT

In today's event landscape, technology is no longer a novelty, it's a necessity. But the most impactful experiences are still built on human connection. While tools can enhance efficiency, personalize journeys, and deliver measurable impact, the creative and emotional core of events remains distinctly human.

Whether it's scoping a venue, designing a check-in flow, or broadcasting a multi-location stream, the best approaches are seamless but never soulless. Technology is integrated with intention, so attendees feel seen, guided, and inspired.

Personalization has become the foundation of modern event strategy. Attendees expect relevance, immediacy, and frictionless connection. From AI-powered agenda builders and smart matchmaking tools to dynamic content delivery based on behavior and preferences, personalization has now become table stakes.

Innovative teams are revisiting the concept of the **Experience Orbit**: hyper-relevant content delivered right where people are, when they want it. Event apps now act as co-pilots, centralizing feedback, content, schedules, and social connection. Smart badges and sensors feed real-time analytics into dashboards that help optimize engagement zones and content resonance.

Ultimately, the future of events is not just tech-enabled—it's human-first. Technology shapes the experience, but people make it meaningful.



# MEDIDATA NEXT NEW YORK



Medidata's NEXT New York brings together leaders in pharma, biotech, and clinical research celebrating the people behind the breakthroughs and making them the heroes of the experience.

This event creates **immersive, personalized journeys** that connect attendees to the mission and meaning of their work.

## Keynotes that connect the dots

Speakers included individuals whose lives were transformed by clinical innovation allowing them to bring humanity to the heart of science. That theme extended into every touchpoint, from industry-aligned bookstores curated to activations that reinforced professional identity while sparking curiosity. Every detail was intentional, on-theme, and deeply relevant.

## Getting hands on

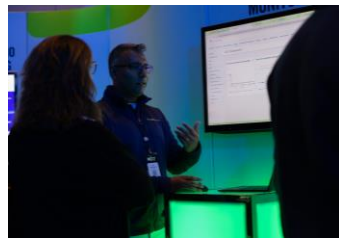
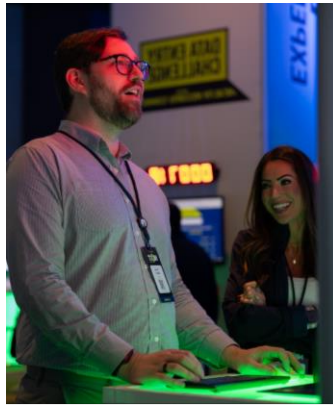
The centerpiece? The work was made tangible by creating an interactive experience that invited attendees to step directly into the patient journey. Through a choose-your-path format, participants explored multiple perspectives from creator to end user, gaining a deeper understanding of the impact of their work. This wasn't passive learning; it was active empathy-building.

## Technology as a bridge

This approach is a textbook example of the **Experience Orbit**: technology and design working together to deliver hyper-relevant content in the moments that matter most. Personalized agendas, interactive storytelling, and thematic activations grounded attendees in clarity and purpose, transforming an event into an experience that resonates long after the closing session.

**PATTERN 3: THE EXPERIENCE ORBIT—MEDIDATA NEXT NEW YORK**

# MEDIDATA NEXT NEW YORK



# SIEMENS HEALTHINEERS ADLM 2025



In a sea of clinical diagnostics vendors, Siemens Healthineers created a brand experience environment that felt calm, connected, and worth returning to. They turned that ambition into a multi-touchpoint experience orbit that centered the audience and extended the brand's story.

When the environment guides behavior, engagement feels personal, and content delivers context, the experience kept attendees at the center, turning a moment of visibility into a lasting brand experience.

## Environment as strategy

The booth wasn't just a backdrop—it was a behavioral cue. A synchronized video loop and custom soundscape created a sense of calm and clarity, guiding attendees into a focused mindset. The space was designed to encourage exploration while making the experience tangible. The physical environment became a strategic layer of the content itself.

## Engagement of their teams

Gamified activations invited attendees to interact with Siemens Healthineers' product in a way that felt intuitive and fun. These served as invitations to learn, explore, and connect. The result? Repeat visits, deeper conversations, and a sense of ownership over the experience.

## Content with Context

Multi-format content from digital displays to tailored PDFs, were designed to support meaningful dialogue and extend the brand narrative. Content wasn't just informative—it was contextual, relevant, and ready to meet the moment.

### PATTERN 3: THE EXPERIENCE ORBIT

# DATA INFORMED EPICENTERS

## Personalization is table stakes.

As you plan your event, have you considered how to bridge technology usage and audience behavior?

- Is the event app functioning as a co-pilot for feedback, content, schedules, and networking?
- Is content delivery dynamic and behavior-based (i.e. session recommendations, real-time adjustments, etc.)?
- Are content recaps or sessions highlights delivered instantly to attendees?
- Is attendee behavior tracked to inform live adjustments and post-event insights?
- Where does human interaction matter most, and how is that being preserved amid automation?
- Is follow-up personalized based on session attendance or interaction data?
- Are insights used to inform future orbit strategies?
- How is event technology being utilized to guide event attendee behavior?

# CONCLUSION

## ***THIS IS WHAT STRATEGIC ACTIVATION LOOKS LIKE IN B2B:***

- **AUDIENCE AS CO-CREATORS,  
NOT JUST CONSUMERS.**
- **SPACES DESIGNED FOR INTERACTION,  
NOT JUST INFORMATION.**
- **BELONGING ENGINEERED INTO THE EXPERIENCE,  
NOT BOLTED ON AFTER.**

# ***THINKING BIGGER ABOUT YOUR BRAND?***

***WE HELP CONNECT THE DOTS TO  
TRANSFORM IDEAS INTO  
EXPERIENCES WITH IMPACT.***

***DROP US A LINE AT:***

***[THETEAM@CRAMER.COM](mailto:THETEAM@CRAMER.COM)***

***AND TOGETHER WE CAN MAKE BIG  
THINGS HAPPEN FOR YOUR BRAND.***

The background is a complex geometric composition. It features a large white diamond shape in the center, surrounded by various other shapes in orange, black, and grey. The orange shapes are primarily in the top-left and bottom-right corners. The black shapes are in the top-right and bottom-left corners. The grey shapes are in the bottom-left and bottom-right corners, appearing as diagonal stripes. The word "CRAMER" is written in white, uppercase letters inside a black, horizontally-oriented rectangle with slightly irregular edges, positioned in the center of the white diamond.

CRAMER