

SOUTHEAST
FESTIVALS AND
EVENTS
ASSOCIATION



DESIGNING EXPERIENCES GUESTS TALK ABOUT

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Posh Occasions

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FOUNDER, POSH OCCASIONS BY SHERIAH

- WEDDING PLANNER | EVENT DESIGNER | EXPERIENCE STRATEGIST
- DESIGNING INTENTIONAL, GUEST CENTERED EVENTS ACROSS THE SOUTHEAST
- SPEAKER + EDUCATOR IN HOSPITALITY & EVENT DESIGN

Let's Be Honest

**SOME
EVENTS ARE
BEAUTIFUL...**

**BUT COMPLETELY
FORGETTABLE**



**GUEST
EXPERIENCE
IS NOT A DETAIL.**

IT'S THE ENTIRE EVENT

✓ **HOW THEY FELT**

✓ **HOW EASY IT
WAS**

✓ **IF THEY FELT
CONSIDERED**



3 PILLARS OF GUEST EXPERIENCE

- ANTICIPATION
- IMMERSION
- RETENTION



ANTICIPATION

SET THE TONE BEFORE
GUESTS EVER WALK IN

- CLEAR COMMUNICATION =
LESS STRESS
- REGISTRATION, ARRIVAL
INSTRUCTIONS MATTER
- BUILD EXCITEMENT
THROUGH MESSAGING



ANTICIPATION



DOORS OPEN AT 2:45 PM
ARRIVE BY 3:00 PM FOR
PARKING AND SEATING
CEREMONY BEGINS AT 3:30 PM
PROMPTLY

VIP ACCESS BEGINS AT 2:30 PM
HERE'S YOUR EXCLUSIVE
PARKING DETAILS
THERE WILL BE A 2 MIN WALK
TO THE VENUE DOORS



IMMERSION

DURING THE EVENT

- FIRST IMPRESSIONS HAPPEN FAST
- SENSORY DESIGN MATTERS:
 - LIGHTING
 - MUSIC
 - LAYOUT
- FLOW IS EVERYTHING

**IF GUESTS HAVE TO ASK
WHERE TO GO, WHAT DO I
NEED TO DO WITH THIS?**



**WE'VE ALREADY MISSED
THE MARK**

RETENTION

WHAT MAKES IT STICK.

- FOLLOW UP MATTERS
- SHAREABLE MOMENTS
MATTER
- MEMORY TRIGGERS
MATTER

IF IT'S NOT SHAREABLE, IT'S
FORGETTABLE





REAL WORLD APPLICATION

**WHAT THIS
LOOKS LIKE
IN REAL LIFE**



NON PROFIT FESTIVAL STYLE EVENT

THE PROBLEM

- CONFUSING FLOW
- LONG LINES
- LOW ENGAGEMENT

THE FIX

- CLEAR SIGNAGE
- INTENTIONAL LAYOUT
- GUEST FLOW STRATEGY

THE RESULT

- BETTER ENGAGEMENT
- HIGHER ENERGY
- STRONGER PARTICIPATION

WEDDING

THE PROBLEM

- GUESTS UNSURE OF TIMING
- AWKWARD TRANSITIONS

THE FIX

- CLEAR TIMELINE COMMUNICATION
- COLLABORATION
- DESIGNED EMOTIONAL MOMENTS
- FAQ SECTION ON WEBSITE

THE RESULT

- GUESTS FELT TAKEN CARE OF
- SEAMLESS EXPERIENCE



THIS WORKS FOR EVERY EVENT.

**50 GUEST OR
5,000 GUESTS**



LET'S FIX A FESTIVAL TOGETHER

- HEAT
- LONG LINES
- ABSENCE OF SIGNAGE
- CONFUSED GUESTS

WHAT WOULD YOU DO?

- SEATING AREAS, SHADE
- WATER STATIONS
- VOLUNTEER SUPPORT
- PHOTO OPS



5 WAYS TO ELEVATE GUEST EXPERIENCE IMMEDIATELY

- OVER COMMUNICATE LOGISTICS
- DESIGN THE FIRST 5 MINUTES INTENTIONALLY
- CREATE ONE “WOW” MOMENT
- TRAIN STAFF ON GUEST INTERACTION
- ALWAYS ASK: “WHAT DOES THE GUEST FEEL RIGHT NOW?”



**CONFUSED GUESTS DON'T
ENJOY THE EVENT.**

**AND THEY
CERTAINLY
DON'T COME
BACK.**



WHY IT MATTERS

- ✓ **EXPERIENCE DRIVES RETURN ATTENDANCE**
- ✓ **WORD-OF-MOUTH IS EMOTIONAL**
- ✓ **SATISFACTION = LONGEVITY**



GUEST EXPERIENCE SCORCARD

**START
EVALUATING
YOUR EVENTS
LIKE YOUR
GUESTS DO.**





**GUEST
EXPERIENCE
SCORCARD**



**EASE OF
NAVIGATION**



**CLEAR
COMMUNICATION**



FRIENDLY STAFF



**MEMORABLE
MOMENT**



Stay in Touch!



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