



# SECRETS OF AWE-INSPIRING EVENTS



## How does that booth get to be *that* booth?

*You know them. The ones whose event booth always seems to be the center of attention.*

*They've always got a crowd over there. It's noisy. There's this constant buzz. Sometimes you're even tempted to sneak away from your own booth just to see what the heck is going on over there.*

*How do they do it?*

*Do they spend more than you? Do they work on their booth year-round? Do they have some miracle technology? Or do they just know something you don't?*

*The truth is, there isn't one secret to making an event booth awe-inspiring.*

*There are seven.*

## Why you need an awe-inspiring booth

Changes over the last decade have forced marketers to think beyond the booth. Now, every major event happens all over the Internet in real time, and today's breakthrough can be the industry standard before you've unpacked your bags.

Plus, exhibit costs keep rising. The stakes are higher. You need to prove a stronger return on your event investment.

Those folks down the aisle getting all the attention? They're busting their ROI goals with:

- Viral social sharing
- Greater brand exposure
- More prospect face time
- More leads
- More meetings
- Higher sales

So what do they know that you don't?

Here's what: secrets from dozens of events across a wide range of industries—with budgets low, high and everywhere in between—where the people in charge weren't happy with being just another booth.

Ready?



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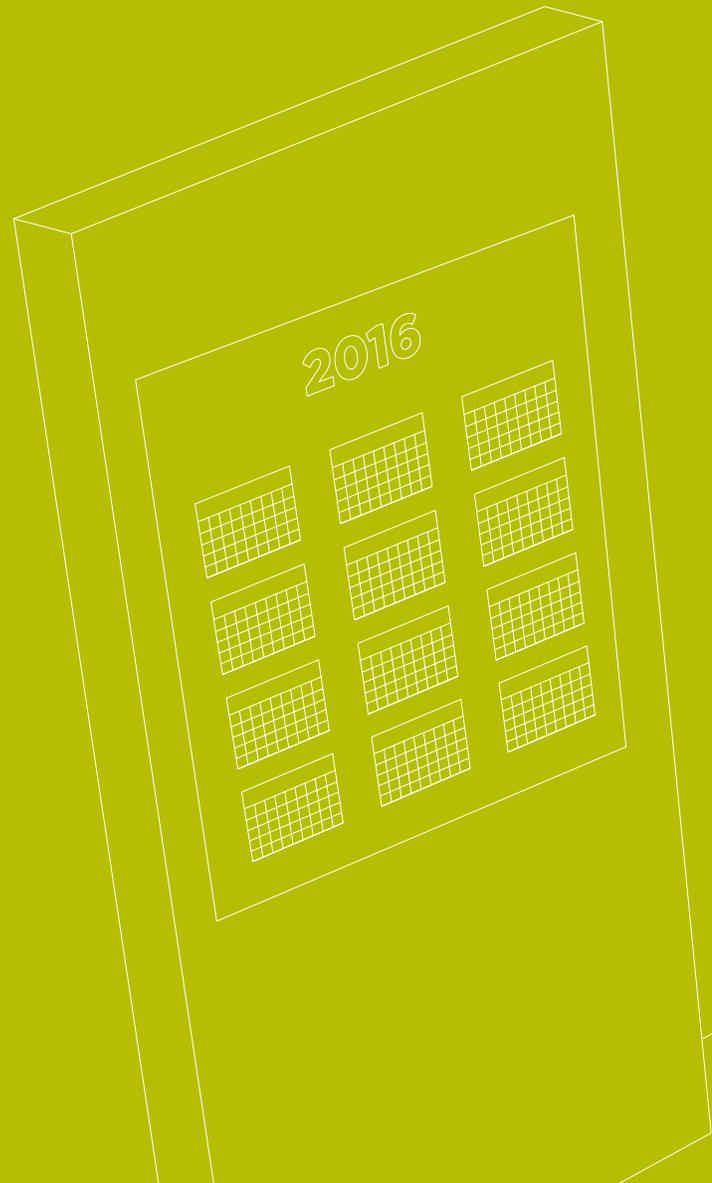
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# SECRET #1

THE 10-MONTH EVENT

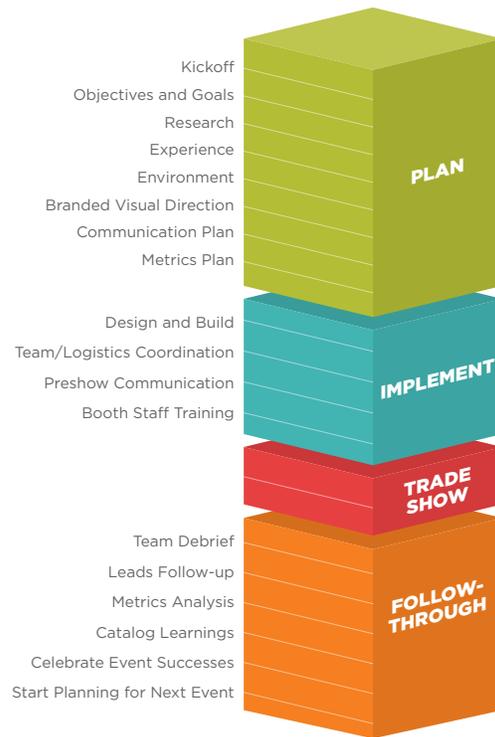


From the first kickoff meetings to the final review, the most awe-inspiring event booths are actually 10-month campaigns.

Why all the lead time? Ideas. Breakthrough booths require big ideas that may challenge how people think about events. You'll need time to research and flesh out these ideas, more time to get internal buy-in, and still more time to build them out to perfection.

Plus, your campaign continues for weeks after the event closes. (See Secret #7.) Your follow-ups and metrics evaluations don't just validate your booth's performance—they become the launching point for next year's booth.

**Here's one way to visualize the 10-month event campaign:**



**“If you want to blow people away, do your big-picture thinking months before the event. Don't lose a great idea because you didn't give your team time to get the technology right.”**

*Andy Goodfellow, Vice President, Digital, StudioNorth*

## Lay down your baseline KPIs

You know what they say—if you didn’t measure it, it didn’t happen. That’s true about every aspect of your event, both social metrics and “real people” measurements.

Choose your **social key performance indicators** early on and set your baselines carefully. Some KPIs to consider:

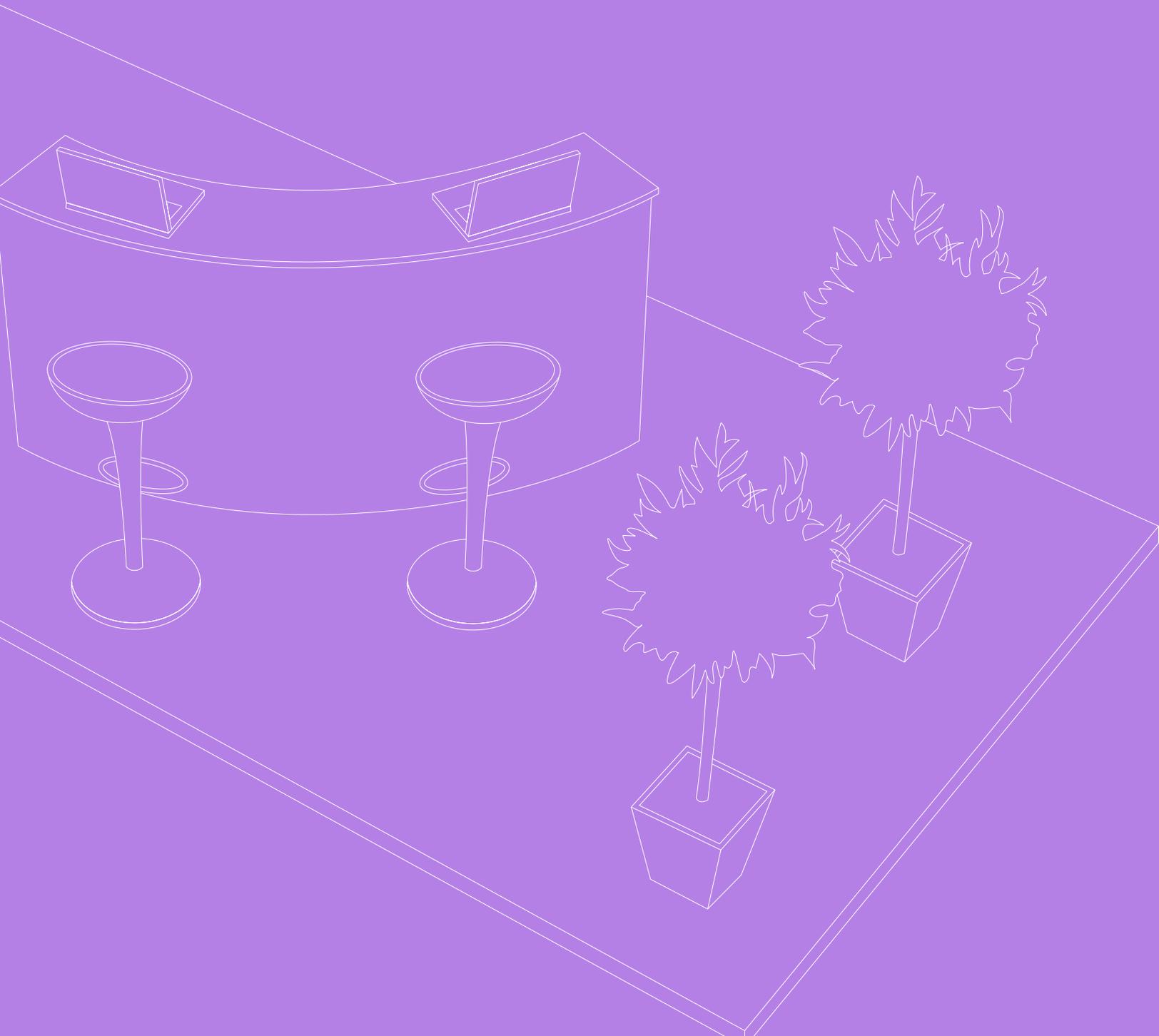
	Brand Awareness	Engagement	Conversion
<b>Online</b>	<ul style="list-style-type: none"> <li>▪ Share of voice (SOV)</li> <li>▪ Impressions</li> <li>▪ Reach</li> <li>▪ Followers</li> <li>▪ Mentions</li> <li>▪ Inbound links</li> <li>▪ Sentiment trends</li> </ul>	<ul style="list-style-type: none"> <li>▪ Retweets</li> <li>▪ Likes</li> <li>▪ Shares</li> <li>▪ Comments</li> </ul>	<ul style="list-style-type: none"> <li>▪ Conversion rate</li> <li>▪ Return on advertising spend (ROA)</li> <li>▪ Average order value</li> </ul>
<b>In-Booth</b>	<ul style="list-style-type: none"> <li>▪ Total show attendees</li> <li>▪ Speaking engagement attendance</li> <li>▪ Signage impressions</li> </ul>	<ul style="list-style-type: none"> <li>▪ Total Scans</li> <li>▪ Conversations</li> <li>▪ Meetings</li> <li>▪ Sales enablement app users</li> <li>▪ Leads</li> </ul>	<ul style="list-style-type: none"> <li>▪ Post-show revenue lift</li> <li>▪ Newly signed contracts/deals</li> </ul>

Your measurement and monitoring tools matter, too. Platforms like Google Analytics and Simply Measured, for example, can help you monitor your social KPIs.

Once you’ve set your baselines and goals, start brainstorming. How will you reach them? Hint: Start early and think social.

# SECRET #2

THE 5-MONTH SOCIAL  
MEDIA CAMPAIGN



## Why would a three-day event booth need a five-month social media campaign?

Because that's how they do it—that other company with the booth everyone's talking about. They've been building up to it with a **multi-phase, multi-channel campaign on social media** for *months*.

Here's how *they* do it:

### Before the event

#### Honor the event and the community.

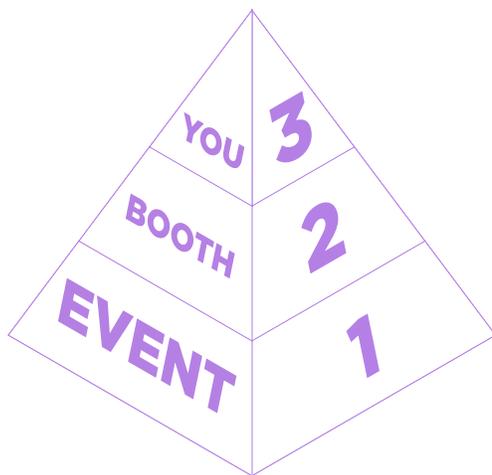
Everyone at your event shares a powerful interest in some facet of the same industry. In other words, your event is a community.

And social media is all about community building.

That's why you should **focus your social campaign on subjects that will engage everyone attending the event**. What do you all lose sleep over? What's the hot trend everyone's talking about? Highlight your shared industry experiences, **and do it with a sense of humor**.

How do you promote your booth when all you talk about is the event?

All your efforts should have a campaign-branded look and feel, **so everything you share draws people into your ecosystem**, developing affinity for your brand and sparking curiosity about your booth.



#### Think of your event social content like a pyramid:

1. Early on, you're building a base—a community of enthusiasm for your industry and **the event**.
2. The middle comes right before and during the event, when you talk about what's going on with **your booth**.
3. Only at the very top should you run content about **your solutions**.

**Organize your social media efforts like any other campaign, with a distinctive visual ID you can apply to every potential tactic:**

- Custom social platform pages
- Social posts
- Emails
- Blog posts
- Infographics
- Social objects (like Twitter cards)
- Landing pages
- Dashboards
- Polls
- Videos

You'll also want to **have themed templates ready for all the above** in case you need to create something on the fly during the event.



“You have to **plan for spontaneity.** I know that sounds weird, but the moment or quote that truly captures the experience of the event never happens on schedule.”

*Stacy Goebel, Customer Engagement and Social Marketing, StudioNorth*

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### **Enlist the influencers**

While you're creating your social content, lay the groundwork for distributing it with a network of industry influencers.

You probably know one or two social media stars everyone in your industry follows. There may be others who own certain niches, and still others whose influence is on the rise.

How do you get them on your team?

- **Share and promote their content.** Have you ever seen a list of an event's top bloggers? Whoever published it knows what they're doing! Promoting content by key influencers boosts their authority—and increases the likelihood that they'll promote your content, too.
- **Participate in the community year-round.** Join tweet-chats, contribute to LinkedIn groups, respond to questions. You can build rapport outside an event.
- **Build relationships outside the show.** There's an art to relationship building, and it can take some time. (Hint: A mass email is a poor start.) But when you know an influencer's favorite Thai restaurant in the event city, she'll probably be a great booster.
- When you have built enough relational capital with the influencer, **reach out to ask for help.** Be aware of how the ask ties into his interests, and give him a reason to care about what you're asking him to do.

Of course, everyone wants to have the key influencers on their team. But **you don't mind sharing the love because you're making the event the star.** Whatever helps the common good helps your social campaign, too.

## During the event

### Ride the cyclone.

These days, social activity dwarfs the activity on the event floor. It's not uncommon to see 100,000 tweets a day from some of the bigger events. How do you make sure your social content connects with your target audience through that social cyclone?

- **Hashtag everything.** Have your main hashtag (and sub-hashtags, for more targeted sharing) ready to go, and make sure nothing goes out without them.
- **Don't be self-obsessed.** Remember, social is all about community. Find fun photos and quotes from everywhere at the event, not just your booth.
- **Give as much recognition as you can.** Retweet (or reshare) anyone who engages with you. Thank everyone.
- **Engage your community every five minutes.** Don't let an hour go by—do it now! Retweet, like, favorite, say thanks.

Sound like too much work for one person? It is. You need at least a two- or three-person team to “divide and conquer” social responsibilities during an event.

## After the event

### Keep engaging!

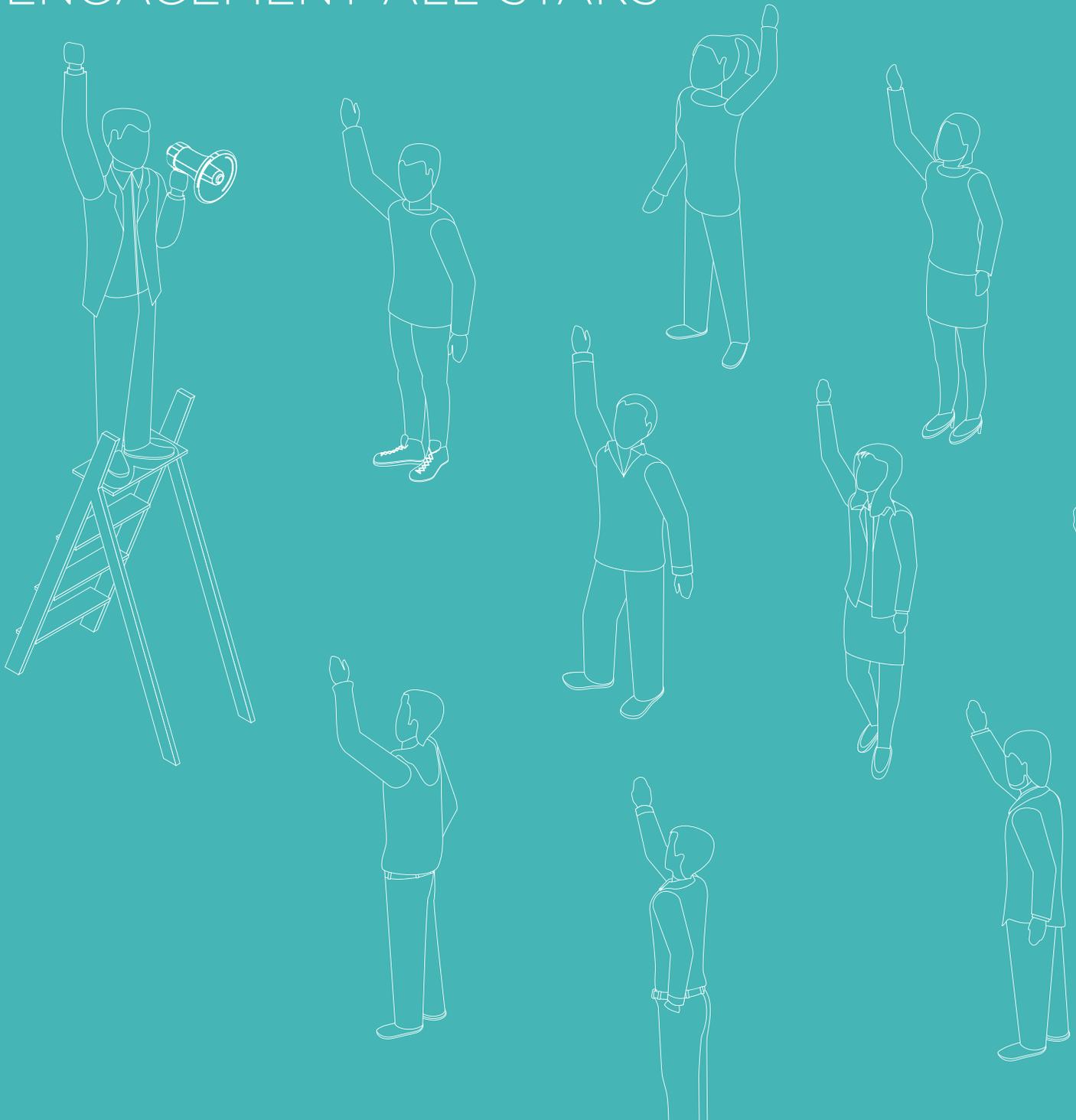
You need to keep engaging on social for at least a week or two after the event to make sure late commenters aren't forgotten. Thank everyone—again.

Finally, **combine your efforts with your lead-nurturing team** to make sure your leads get the right mix of social and email follow-up. Turning new leads into new sales? Now, that's awe-inspiring!

*For tips on nurturing your leads after the event, see Secret #7.*

# SECRET #3

## TRAINING YOUR ENGAGEMENT ALL-STARS



Many organizations staff their event booths with top salespeople or other employees who have outperformed over the last year. It's a perk, a reward—*Congrats, you get three days in Orlando!*

Nothing wrong with that. But the booth that draws the big crowds? They don't treat the event like a vacation. And they don't assume people who are sales rock stars are also experts at engaging event visitors.

For your booth to be awe-inspiring, you can't, either.

### Take nothing for granted

Before the event even starts, you should establish some basic ground rules for your team. Take nothing for granted or you'll have people showing up in flip-flops. **Make sure they know:**

- **They're working.** Yes, you actually have to tell people this. Keep phones in pockets and attention on the crowd.
- **What to wear.** For heaven's sake, stress comfortable shoes.
- **What's at stake.** Remind them how many decision-makers are in the crowd and what kind of results you expect.
- **What a great opportunity** they have to be face to face with prospects and customers. The folks back at the office are jealous!

### Teach the rules of engagement

There's no environment quite like a trade show.

If your team usually connects with people over the phone, they may have trouble engaging people face to face in a noisy, fast-paced, distraction-filled event hall. **Teach them the essentials of drawing people into the booth** when 1,000 other booths are competing for their attention.

## SECRETS OF EVENT BOOTH ENGAGEMENT

- **Work the outside of the booth.** Don't wait for people to come in.
- **Start a conversation.** Hey, you're from Delaware? I see you've got your Fitbit—how many steps today? Hey, my buddy used to work at your company. Those shoes look comfy!
- **Know your starter questions.** What do you do? What are your biggest challenges? What do you know about us?
- **Play off the booth's engagement activities.** Know how to use every activity in the booth to draw in visitors and launch conversations.
- **Turn strangers into qualified leads.** Turn the conversation from the fun stuff in the booth toward your capabilities. And don't just collect business cards—get information about what people are interested in.
- **Don't be discouraged.** Good salespeople don't take rejection personally. You'll hear a lot of "no thanks," but the first win builds confidence for the whole event.

### Make that first-time face-to-face count

Most of the event visitors streaming past your booth are complete strangers. They may know your brand and something about you, but your team has never talked with them before.

And then there are your top prospects, and customers you've never met face to face before. **These are the folks who can blow up the ROI of your entire booth.** They already have a positive connection to your organization—but do they know everything you can do for them?

This may be your best chance to show them your full range of capabilities, so **make sure your entire team knows how to use every sales enablement tool you've got.**

Your booth can be a great place to turn a small customer into a big customer.



“I see all-stars develop at every show. **Getting a win on the first day** helps them realize their potential, but they have to have the confidence to put themselves out there to begin with.”

*Debbie Knighton, Events Director, StudioNorth*

# SECRET #4

THE INTERACTIVE  
CHILDREN'S MUSEUM  
FOR GROWN-UPS



*Hey, you've got to check this out!*

That booth that draws the crowds? It's like a children's museum. Visitors are touching things. Doing things. Laughing. It's full of surprise and delight—with lots of stuff that people really enjoy doing.

Doing, not seeing.

It's no secret, really. **A successful booth has to be interactive.**

But how can you make sure your interactive components connect with your audience?



### **Different people interact differently**

Lots of event visitors will be attracted to flashy displays, over-the-top activities and rambunctious games. (See Secret #5.) The higher your “wow” factor, the better your odds of being an awe-inspiring booth.

On the other hand, lots of visitors are drawn in by a subtler approach. They need to interact on a more personal level.

One recent booth featured a wall with sticky notes. People wrote their hopes and ambitions on the notes and added them to the wall. That was it—no video, no audio, no technology at all. And yet the wall was layered with notes, and the booth buzzed with people taking pictures of their favorites.

Inspired by the current popularity of adult coloring books, another team had a big hit with a color-by-numbers booth where visitors had a blast coloring in the client's well-known nature-themed art with magic markers. Don't forget to think beyond the booth about what people are enjoying in their day-to-day lives!

## How do you build in interactivity for everyone?

- **Let people discover secret pleasures.** A big attraction might draw them in, but right around the corner ... *Hey, look at this adorable photo booth!*
- **Let it be all about them.** The big hit at a recent retail show? A “magic mirror” that let people see how different jewelry looked on them. Men enjoyed it, too!
- **Offer engagement options.** Some people like exploring your capabilities on a big whiteboard, while others prefer the intimacy of a tablet. Make sure your team is ready with both.
- **Don't get too comfortable.** Big, comfy chairs in your presentation area may make people feel like they're committing to a long engagement. Stick with stand-up activities or a barstool setup, and keep the comfy chairs in your lounge area.
- **Allow exploration before conversation.** If your booth has great things for people to touch, do and experience, let them! Make sure your team knows when to engage and when to keep their distance.

About that lounge area ... people who are on their feet all day like to relax in a nice, comfy chair so they can catch up on email or read that great article. **This is probably not the time for your sales team to approach them.** Respect their time and space—they'll be more ready to engage in your presentation area.

### FACE-TO-FACE CONVERSATIONS ARE THE ULTIMATE WAY TO ENGAGE VISITORS, BUT THERE ARE PLENTY OF OTHER WAYS:

- Learning apps on site
- Innovative technology like 3D printers or augmented reality
- Games (*see Secret #6*)
- Touchscreen polls
- Digital photo opportunities (*see next page*)
- RFID scanning
- Telepresence
- Product demonstrations
- Entertainment—singing, dancing, even karaoke
- Meetups
- Green screen environments

Social media, of course, enhances and amplifies all the above. Even if a visitor isn't a lead and never will be one, if you capture his or her enthusiasm with branded social media sharing, it's a big win.



**“Create memorable, engaging experiences that are worth talking about.** Allow your attendees to be your best booth ambassadors.”

—Shannon Lee, Creative and Engagement Director, StudioNorth

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## **Pictures worth a million impressions**

People love to share photos, especially when they're in them. Worldwide, people post about 1.25 million photos to social media *every minute*.

If people are sharing selfies from your booth, that's a great sign that you're doing something right. But you can also **make photography an interactive draw of its own**—and create branded social content that boosts your buzz at the same time.

Here are two examples of the kind of technology that turns people's enthusiasm about pictures into event booth gold:

- **A hashtag printer.** People upload selfies with your hashtag from anywhere at the event, then swing by your booth to get a branded print-out of the picture.
- **A social photo booth.** Your visitors take fun group shots that are instantly printable and sharable, all with your branded content.

Meanwhile, you collect images and analytics to boost your own social campaign. How much of a boost? At one 2015 event, one booth's branded images reached 227,000 people with more than 980,000 impressions. In fact, **39% of all the photos posted from the entire event came from that one booth.**

Guess which booth was that event's biggest hit?



**“When people are smiling, posing and joking with each other, they're **more comfortable** having a sales conversation.”**

—Andy Marsh, TagPrints

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# SECRET #5

GAME ON



A roar goes up ... cheers and whistles ... fist pumps ... high fives. Is this a business event or a college tournament?

It's a little of both—a big, interactive game drawing a crowd and raising a racket at that booth right down the aisle from yours.

Nothing draws a crowd—or gets them buzzing—like a competitive game. When you do it right, you can leverage the fun and excitement to showcase your brand and your capabilities while your team works the crowd to capture leads and start conversations.

### HERE ARE A FEW TIPS FROM EVENT VETERANS ABOUT DOING GAMES RIGHT:

- **Appeal to different personalities.** Create games that different people can win. For instance, one might be more visual, one more verbal, and one more trivia-based.
- **Showcase you (mostly).** Build your clues and answers around your business, but throw in some fun material about the event and the host city, too.
- **Give prizes.** What do people love more than winning? Winning *stuff*. The stuff doesn't have to be expensive, but it does have to be unusual—and branded.
- **Make everything hands-on.** Put game controllers—tablets, for instance—in gamers' hands to keep them 100% engaged. Plus, when only a few can play at a time, you boost anticipation for everyone else. *That looks like fun—next game, I'm grabbing one of those tablets!*
- **Go big and go loud.** The action might be on tablets, but make sure it's also splashed on big overhead screens where everyone can see it. And hear it! If you're not getting noise warnings from the event organizers, you're not trying.
- **Hire a professional host.** Unless you have show-biz backgrounds, no one on your team can keep the game hopping like a pro. He or she can work the crowd and coax the stragglers, freeing up your team members to connect with prospects.



“One year we did a forum format with a little game at the end. The forum was good, but **people started coming around just for the game.** The next year we went big with the games, and we couldn’t believe the crowds.”

—Tom Bradley, Experience Director, StudioNorth

### One final note about games:

Games create attention and draw visitors, but they should serve a higher purpose, too—educating, facilitating networking or filling another attendee need. They need to add value to your visitors’ experience, or they can end up being an unwanted distraction.

Speaking of your visitors’ experience ...



# SECRET #6

## EVENT BOOTH USER EXPERIENCE



User experience—widely known as UX—is the discipline of designing a product, system or service to optimize people’s perceptions and responses when they use it. Most people think about UX in relation to websites or mobile apps.

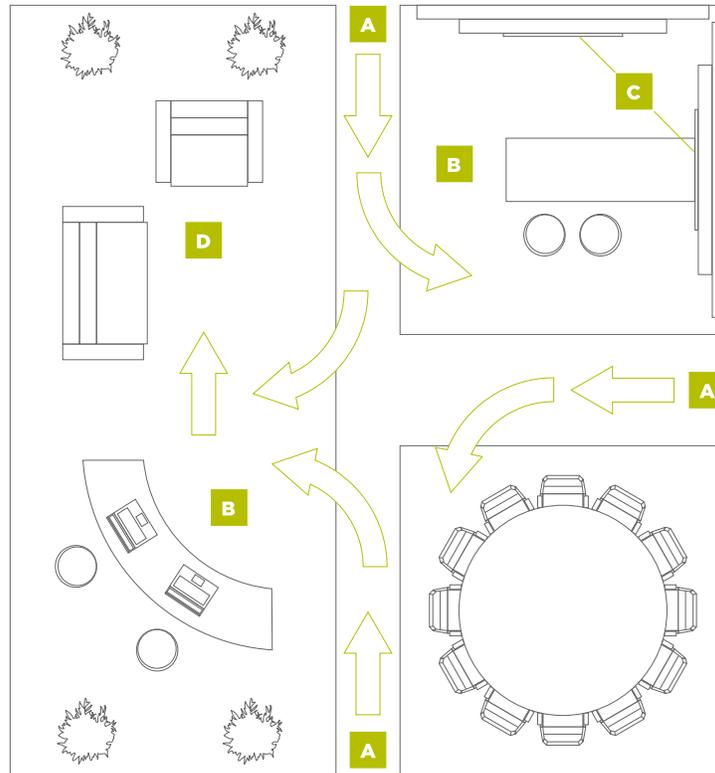
But UX design principles make a lot of sense for event booths, too. Like a UX-optimized device, **the right booth design helps get visitors to stay longer and do more** by making sure:

- It’s easy for them to navigate their way from one content source to another.
- Features are clearly identified and simple to use, with little or no instruction.
- There’s just enough information and stimulation to keep people engaged without overwhelming them.
- Visitors aren’t frustrated by congestion, distraction or dead ends.

An awe-inspiring booth doesn’t just attract crowds—it makes their experience as pleasant, educational, engaging and fun as possible. It also maximizes opportunities for your booth team to interact with visitors.

That’s the “UX” of the event booth. Here’s how to optimize yours.





## How do visitors interact with your booth?

### A Points of entry

Do visitors feel they're welcome?

Is there a gatekeeper? A reception desk can block the inner booth and make visitors feel like they need an invitation.

What prompts visitors to come in and get involved?

### B Transition areas

Where do you want people to go next? What do you want them to do? How can your booth structures and signage guide them?

### C Video screens

Do your screens make viewers face a wall? Try suspending displays in open space, in effect creating dividers that define space within your booth. Or look into transparent video screens, which help your team members engage visitors while they're watching.

### D Personal space

Is there a "lounge" space within your booth for visitors to collect their thoughts or have a quiet conversation?

And remember, don't just scan badges without offering something in return—a handout, a free service, a poll, or an invite to a game. Getting data should be seamless. If it's hard, there's something wrong with your plan.

## Stopping power and staying power

Our brains can only take in a limited number of stimuli at any given time. With as many as 1,000 booths at an event, visitors end up ignoring many of them. Maybe even most of them.

### Do not let your booth be ignored.

You need both stopping power and staying power:

- **Stopping power.** Diagonal or asymmetrical video walls. Great-smelling food. Holograms. Improv comedy. Anything that makes people say *Hey, what's that?*
- **Staying power.** How can you turn a few seconds of brand exposure into 15 minutes of engagement? This is where games and interactivity are so powerful.

### Another critical component of staying power is your content.

If you've drawn people in, videos of talking heads and ho-hum product demos will drive them right back out again. Create custom content that connects and encourages interaction in the event environment.



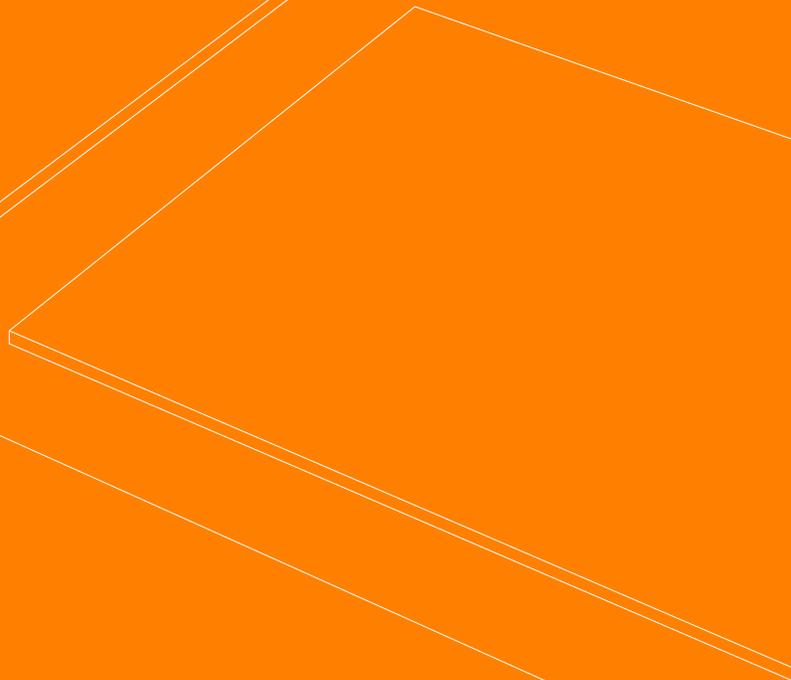
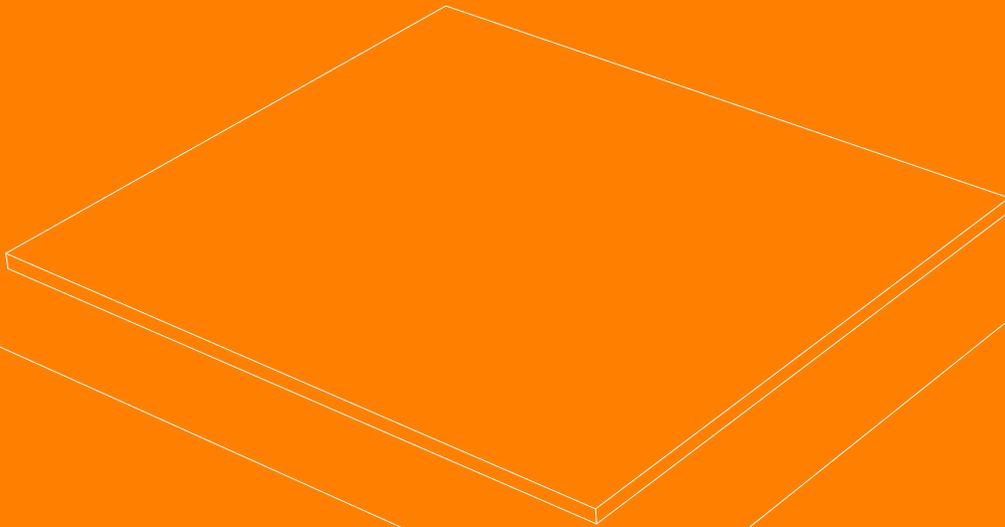
“It’s all about making an experience positive and easy to keep the visitor engaged. It doesn’t matter if you’re talking about a smartphone or an event booth—**the right design helps people stay longer and do more.**”

—Eric Pound, Executive Producer, StudioNorth

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# SECRET #7

THE EVENT'S NOT OVER  
WHEN IT'S OVER



Now—when all the crates have been packed up and everyone’s flown home—is when you make it all pay off. Now is when you turn buzz into leads, leads into prospects, and prospects into sales.

First: Schedule a post-event meeting with your team. Celebrate your wins—with drinks, if that’s how you roll—and discuss what you’ve learned to make next year’s event even better.

Then, start following up on your awe-inspiring event.

### **Pre-plan your post plan**

Between your campaign and the event itself, you’ve started a lot of conversations. Now it’s time to continue them. How those conversations go—and where they happen—will depend on questions you’ve answered weeks or months beforehand:

- What information will you be collecting from people at your booth?
- If you are scanning people’s IDs, what information does the scanning company release? Can you collect any information beyond that?
- Are you allowed to email people whom you’ve scanned?
- What data do you want to collect at your booth beyond the ID scan?
- What email marketing platform will you use? What are its capabilities?
- Will you follow up with leads only through email, or will you make sales calls as well?

This information will help your follow-ups be better targeted and more personalized.

### **Continue the conversations**

You’ve interacted with thousands of people on social media and scanned hundreds of visitors at your booth. Your team has handed out boxes of business cards. You may even have a complete list of everyone who attended the event.

Most event visitors say they’re happy to receive coupons, email, and advertising afterward. How do you tailor your follow-ups with the appropriate content, through the appropriate channels?

First, reconcile all your data, cross-referenced with your CRM.

This can be a job for one or more extremely patient, ultra-competent team members, or you can automate it with a data washing machine. Yes, that's a thing.

Then, you can determine who gets nurtured through email, direct follow-up and social media—or any combination of the three.

## Email

Within one week after the show, send a follow-up email to anyone whose information you captured.

Customize your emails based on what you know about each prospect. You may decide on different ways to segment your lists, but here are some of the basic factors most marketers consider:

- Customers vs. prospects
- Ongoing prospects vs. new leads
- Visitor's title
- Size of the visitor's company
- Industry or niche of the visitor's company

This information shouldn't just direct how your email is written—it can also dictate which resources you share with them. That's why **it's important to have those resources ready** to keep people engaged.

### GOOD STUFF TO SHARE IN THE DAYS AFTER THE EVENT:

- Videos
- Demos
- Case studies
- Infographics
- Webinars and slide decks
- White papers or e-books
- Articles or blog posts
- Spec sheets
- Special offers

Your email should, of course, include a strong call to action offering these resources. And the resources your leads choose can show you where they are in their decision-making journey.



“Your follow-up emails let you **learn more about your leads.**

Did they click on an e-book, or schedule an assessment? That shows you what type of product or service they’re interested in.”

—Melissa Machay, Digital Marketing and Analytics Manager, StudioNorth

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### **Direct follow-up**

Make sure you share every step of your email nurture campaign with your sales teams to help them frame their post-event conversations.

And, of course, make sure they have access to all event-related collateral and digital resources with pre-drafted content.

### **Social media**

Those cool people who retweeted you? They deserve a shout-out, too.

Thank everyone who engaged with you on social media before and during the event, and share some of the same resources you’re sharing with leads. Now that you’ve built your community, they’ll be receptive to content that’s more self-promotional—the top of your content pyramid.

And social is also a great way to continue the conversation with people you contact through the events attendee list, which often limits you to one email.

**Your engagement efforts, really, should never stop.** That’s the final secret to creating an awe-inspiring event.

# Our Secret Agents



**Andy Goodfellow**

*Vice President, Digital,  
StudioNorth*

Inhabits the Venn diagram where technology, creativity and business overlap. Tracks trends. Drives results.



**Stacy Goebel**

*Customer Engagement and  
Social Marketing, StudioNorth*

The Baroness of Buzz. Spearheads trade show-dominating social campaigns. Leaves no retweet unthanked.



**Debbie Knighton**

*Events Director,  
StudioNorth*

Destroys barriers between marketing and sales. Wins by steering conventions toward the unconventional.



**Shannon Lee**

*Creative and Engagement  
Director, StudioNorth*

Intuitive. Insightful. Inspirational. Leads creative teams toward innovative, engaging cross-channel solutions.



**Tom Bradley**

*Experience Director,  
StudioNorth*

Leads strategy, information architecture and design of digital experiences. Puts the "fun" in functionality.



**Eric Pound**

*Executive Producer,  
StudioNorth*

Road warrior, solution builder. Responsible for most things that move or make noise—video, audio and live events.



**Melissa Machay**

*Digital Marketing and  
Analytics Manager, StudioNorth*

Drives traffic. Measures response, engagement, conversion. Evaluates, reiterates, mixes metrics like cocktails.



**Andy Marsh and Matt Windsor**

*Partners, TagPrints*  
**tagprints.com**

Photo engagement solutions for brands from Ferrari to Dr. Pepper. Selfies + social branding = epic results.



## About StudioNorth

StudioNorth has helped clients develop and execute successful, award-winning events for more than a decade.

We're a full-service digital marketing agency offering a strategic mix that includes integrated social media campaigns, digital advertising strategies, video production, and advanced website/app development to help our clients grow and realize their goals.

To see how our event innovations and other creative, cross-channel solutions have sparked awe-inspiring results for brands both global and local, visit [studionorth.com/work](http://studionorth.com/work).

Want to know the secrets behind the secrets?  
Contact [events@studionorth.com](mailto:events@studionorth.com).