

The Event and Marketing Agency Guide to:

LEVERAGING BRAND AMBASSADORS 2.0

INSIGHTS AND IDEAS FOR HIGH-PERFORMANCE EVENT STAFFING

Trends in Staffing

As the event marketing industry evolves, so are the expectations of today's brand ambassadors.

New ideas for experiential campaigns are constantly being introduced with larger and more advanced event elements. With Brand Ambassadors being on the front line in every activation, it's vital for them to possess a more sophisticated skill set to ensure event visitors have an enriched event experience and the brand's program goals are achieved. Brand Ambassadors must now be able to assist with:

Consumer Feedback

Many campaigns now incorporate ways to gather consumer feedback. Whether it's collecting general opinions about a brand, capturing quantitative data about a product, or gathering consumer information for follow-up communication, having Brand Ambassadors who can engage event visitors and collect information is essential for many campaigns. Additionally, Brand Ambassadors themselves can provide their personal feedback about consumer reactions toward featured products or program elements.

Sales

At events like marathon expos and street festivals where consumers are prepared to spend money, some brands ask Brand Ambassadors to assist in turning their event into a revenue-generating activation. While Brand Ambassadors are always expected to sell from the standpoint of engaging potential consumers, answering detailed product questions, and creating a positive experience for event visitors, an increasing amount of programs are focusing on having Brand Ambassadors help with sales and ultimately the profitability of an event.



Technology

Technology is constantly becoming a more central element in experiential programs. Whether a piece of technology is the featured product at an event (ex: a new Samsung phone) or it is a tool that is used as part of an activation (ex: iPad for data collection), Brand Ambassadors must have the technical aptitude to quickly understand technology and demonstrate or use it with event visitors. Ascent has also been asked to arrange event teams who have the capability to remotely troubleshoot technical product issues for clients who are located in other parts of the country.

Social Media

Social Media enables local events to have national or international reach. Brands are often integrating social media into their programs and

Brand Ambassadors with a deep understanding of social media capabilities and large personal networks are able to drive traffic to a featured event, directly promote a featured brand, or create original content (videos, photos, etc.) to enhance a brand's social media campaign. ■



High-performance

Capture the full potential of your Brand Ambassadors

Having high expectations for Brand Ambassadors and utilizing their skills in multiple ways can provide further value at client events of any size. Below are ways Brand Ambassadors can help at your event.

1. Learn. Event teams can help brands learn at their events. Whether it is about consumer preferences, opinions about a featured product, or information about the attending visitors themselves, Brand Ambassadors can help gather useful information for featured brands.

2. Educate. Event staff can become brand experts and educate event visitors on featured products and services. Ascent clients often train Brand Ambassadors to have a comprehensive knowledge of the brand and as a result be able to answer detailed questions and explain the benefits of using a featured product.

3. Sell. Many companies are turning their programs into revenue generating initiatives. Brand Ambassadors can utilize their

engaging personalities to create interest in a brand, work closely with potential customers to discuss product benefits and questions, and help ultimately create sales during events.

4. Establish Local Identity. Brand Ambassadors can create strong connections with local communities. Event staff who speak specific languages (ex: Spanish, French, Mandarin) and are from particular geographic areas can leave a more personal, longer-lasting impression with potential consumers.

5. Expand. Brands can have events take place without actual company employees being present. Experienced Brand Ambassadors are able to manage events independently and expand excitement about a featured brand without the brand itself being there. ■

About Ascent

Ascent Talent is a nationwide leader in event staffing services. Since opening in 2002, Ascent has helped represent global brands at events ranging from local street festivals in rural towns to the larger-scale events like the Super Bowl. With extensive experience in arranging teams up to several hundred brand ambassadors working simultaneously, Ascent is equipped to successfully assist with programs of any size. For more information about Ascent or to receive recent case studies, please contact:

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