



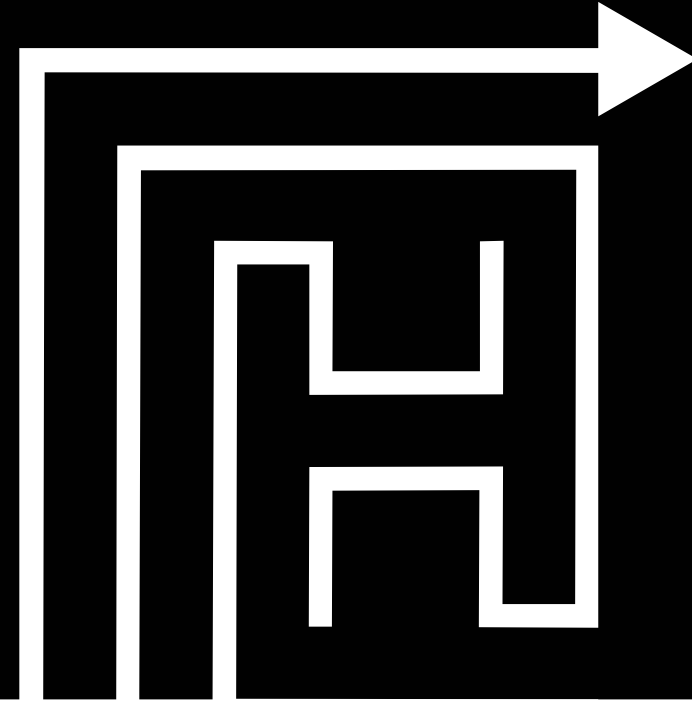
YOUR GUIDE TO THE REFLECTING EXPERIENCE



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**IN 2035 CHOs MUST KNOW HOW TO
ENGAGE AND INVOLVE COMMUNITIES
TO STAY RELEVANT**



One approach to engage and involve communities is by producing staged events that create value for their participants. A benefit will be to reflect on how a staged event can act as means to support both the image of the CHO and the participant in a branding perspective.



STAGED EVENTS

Planned staged events are fulfilling a need for immersiveness, that was satisfied by traditions, family, church rituals or social affiliations back in the day. CHOs are distributors of events that make people stop, **feel** and potentially self-reflect.

A reflection tool for participant needs is the AMER model.

AMER model

4 values - 4 factors

Attraction values - attraction factors

Motivation values - motivation factors

Experience values - experience factors

Reception values - reception factors



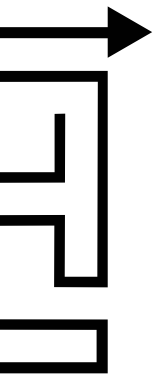
ATTRACTION VALUES - ATTRACTION FACTORS

Attraction values

Values that participants feel connected to and thus attracted by at the event, ie. basic values in equal existence. The needs you need to get satisfied through participation in an event.

Attraction factors

The specific elements that are "turned on" in relation to opportunities for identification and self-projection, a notion that the event will be intimate (or grand depending on the venue announced), the character and type of the performers (artists I know, amateurs from my city), carried by a narrative I want to be a part of.



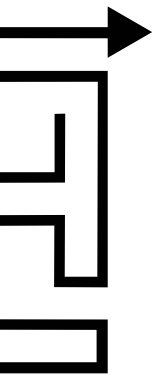
MOTIVATION VALUES - MOTIVATION FACTORS

Motivational values

What makes people motivated for not merely being attracted but actually seeking out an event or activity to gather an audience.

Motivation factors

Expectations, availability, price, “relevance”, (the connection between the event and the institution that offers, credibility in relation to constituent elements offered in the performance and the providers.)



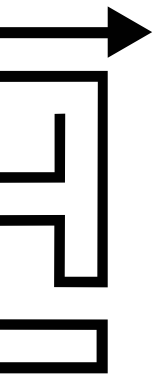
EXPERIENCE VALUES - EXPERIENCE FACTORS

Experience values

What is possible to experience during the event and especially during the performance part, that mood, momentary insight, etc. that opens up to in the situation (collective rush, need satisfaction, stimuli, transcendence).

Experience factors

Presence, participation, action, aesthetics, design, process, time, place and space etc. The quality and nature of scenarios, professionalism, overview, acoustics etc. The possibility of participation, interaction and reaction. The establishment of narrative.



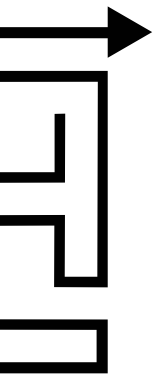
REFLECTION VALUES - REFLECTION FACTORS

Reflection values

What you bring from it, the quality of the experience/experience potential and thus of the established (potential) reflection room. The establishment of a narrative.

Reflection factors

Personal skills and references, the interest you went to the event with, interests aroused during the process, the degree of expectation fulfillment and/or surprise.





BRANDING - TWO DIMENSIONS

Sender dimension

As a sender, you can stage events where you have the opportunity to promote oneself, one's business or one's (cultural) product, create an image, and thus (over time) become a brand.



BRANDING - TWO DIMENSIONS

Participant dimension

The participants use presence – and the documentation of which – at certain events as a starting point to create their own image.

Participants brand themselves by letting the event "set a mark".

Works both for celebrities, for example by participating in a premiere of a popular theater and be photographed on the red carpet; and for the rest of us who take a selfie at the National Museum to let the cultural heritage shine through us in our Instagram post.

The choice of events is both conditioned by the interest in the event's actual content and of its potential for branding through participation.

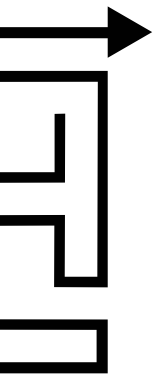
BRANDING THROUGH PARTICIPATION

In the complexity of image and branding events and the participation in them offer that the general audience can position themselves in relation to:

- the stager's or institution's status
- the event's theme, cast or appearance
- the place
- the other participants

The participant can connect to the concrete values that the event possesses by seeking out the event (and thus “profess” to it) to brand themselves.

We make sure that our participation becomes public by accompanying each other to an event, by posting on social media or more traditionally by mentioning it in conversations with others who were not present.



Source: Michael Eigtved

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