

Lets lean into viking and nordic themes

- A race that conquered adversity
- Extremely disruptive in a time and place that was challenging
- Tribal connectedness and challenging created a super power
- Created tools and innovated constantly through boat design, forging and navigation
- Moved from farmer gatherer to nation builders
- Hardship and change can drive great value

Therefore iconology and symbolism should be used in the logo and embellished in the intertwined discussion.

That provided a theme aligned but symbolic way to show things like

- Future
- Roads
- Horizons
- Brighter days
- Connectedness
- Furnace
- Stars - guiding and aiming for
- Tracking and navigation



Eye of the beholder stuff

To that End I like the concept of rune/geometric design with a strong interconnected or standalone text brand of FORGE (these are concepts, although I like some of them)



Taglines need to align to theme of forging:

- New paths
- Better relationships
- Knowledge to survive and grow
- Capability
- Etc

Therefore i feel a tagline like:

- Under Pressure, We Ignite Innovation.
- Where Paths Converge, Ideas Ignite
- A Future Inspired by the Fires of Innovation
- Navigating New Norms, Crafting Connections.

I feel we can also easily write

A fresh innovation summit with the best minds of Transport, Construction, Waste, Mining, Concrete, Agriculture, Roads, Rail, Power & Gas using work we have already undertaken. Helping to provide a safe harbour to navigate new horizons, providing confidence to target ambitious goals that will quickly become the new norm. We rely on each other to get to Valhalla, with the reward of a future filled with glory and camaraderie among fellow pave makers.

- a. Develop a Strong Visual Identity:
  - i. Create a logo and visual assets inspired by Viking and Nordic themes, incorporating rune/geometric designs and symbolism representing concepts like navigation, forging, and connectedness.
- b. Craft Compelling Messaging:
  - i. Tagline: "Under Pressure, We Ignite Innovation."
  - ii. Messaging: Highlight the conference as a gathering of industry leaders navigating rapid change and forging new paths for growth and success.
- c. Create Teaser Campaigns:
  - i. Utilise social media platforms to tease the upcoming conference with Viking imagery and cryptic messages hinting at something remarkable coming soon.
  - ii. Share example content and early speaker announcements to build anticipation and excitement.
- d. Leverage FOMO Tactics:
  - i. Emphasise limited spaces available to be part of something huge.
  - ii. Offer early bird specials through email campaigns to incentivize early registration.
  - iii. Highlight FOMO-inducing elements such as exclusive networking opportunities and access to groundbreaking insights.
- e. Drive Day One separately to Day Two
  - i. Day One - All about Innovation - Everyone
  - ii. Day Two - All about KIM - Partners, Customers, Targets

- f. Engage Customers, Influencers and Partners:
  - i. Partner with industry influencers and thought leaders to endorse the event and generate buzz among their followers.
  - ii. Collaborate with relevant organisations and associations to expand reach and credibility.
- g. Utilise Multi-Channel Marketing:
  - i. Deploy a multi-channel marketing strategy including social media, email marketing, website promotions, and targeted advertising to reach a broader audience.
  - ii. Podcast for sponsors + clients to create aligned narrative
- h. Create Engaging Content:
  - i. Develop high-quality content showcasing the value proposition of the conference, including success stories, case studies, and testimonials from past attendees.
  - ii. Produce visually appealing videos and graphics that capture the essence of the conference theme and the excitement of attending.
- i. Drive Sponsorship Opportunities:
  - i. Assign a dedicated team member, like Phill, to aggressively pursue sponsorship opportunities for the event, offering them exposure to a highly engaged audience and the opportunity to align with innovative industry leaders.
- j. Encourage Interaction and Engagement:
  - i. Foster community engagement through online forums, virtual meetups, and interactive sessions leading up to the conference.
  - ii. Encourage attendees to share their excitement and anticipation for the event on social media using branded hashtags.
- k. Measure and Iterate:
  - i. Monitor the effectiveness of the campaign using metrics such as website traffic, social media engagement, email open rates, and ticket sales.
  - ii. Analyse the data to identify areas for improvement and make adjustments to the campaign strategy as needed to maximise impact.