Apexity™
How we plan your experience

A theme-driven, outcome-focused event that delivers before, during, and after.

For a full hybrid or in-person experience, we recommend a 12-week planning cycle. Fully virtual events may require less time.

Phase 1: Planning, Communication & Logistics (Weeks 1-12)

- Setting the Theme & Defining Success (Weeks 1-3)
  - No random agendas. Everything ties to a business outcome.
  - Align with key stakeholders to define objectives and takeaways.
  - Map out attendees - who they are, what they care about, and how to engage them.
  - Launch the branded event platform for pre, during, and post-event communication.
- Sorting Logistics, Tech & People (Weeks 4-8)
  - Venue & Staging – Designed for engagement, not just sitting. Seamless AV, lighting, sound.
  - Speakers & Facilitators – Engaging MCs, dynamic keynote speakers, interactive workshop leaders.
  - Technology & Interactive Elements – Hands-on AI & VR demos, QR-driven participation, AI-generated audience content.
  - Experience & Hospitality – Networking-friendly food and drink, seating designed for conversation, VIP logistics handled.
- Audience Engagement Before the Event (Weeks 9-12)
  - Before-During-After model – Engagement starts before they arrive.
  - Branded event platform – Pre-event discussions, networking, content access.
  - Hivemind questions – Capture what attendees care about to shape sessions.
  - Pre-event webinars & learning clinics – Get attendees thinking ahead.

Phase 2: The Event – Hands-On, Interactive, Impactful

- Workshops & Learning Clinics That Drive Action
  - 30-minute keynotes. No fluff.
  - Real engagement – Speedshops, hackathons, live AI visuals, interactive panels.
  - Learning clinics – Small-group deep dives for focused learning.
- Seamless Execution & High-Energy Flow
  - Flawless AV execution. No tech failures.
  - Live content capture. Discussions and insights documented.
  - Hybrid-ready. Remote attendees get a real experience.
  - Built-in networking. Facilitated meetups for strategic connections.
  - Live event platform. Real-time Q&As, polls, interactive content.

Phase 3: Post-Event – Maintaining Momentum (Week 13 Onwards)

- Follow-Up That Adds Real Value
  - AI-generated reports, videos, and key takeaways.
  - Post-event webinars to keep the conversation alive.
  - Structured follow-up plans to track what's being actioned.
- Measurable Outcomes & Accountability
  - Progress tracking. Commitments from the event don't vanish.
  - Follow-up milestones to maintain momentum.
- Keeping the Energy Up
  - Quarterly check-ins to sustain engagement.
  - Community engagement via LinkedIn, Slack, and the online communication platform.
  - Tailored post-event recommendations based on insights.

Why Trust the Apexity™ Way?

- **Theme-driven planning** – Everything connects. Nothing random.
- **Before-During-After approach** – Not just an event, but a process.
- **High-energy, hands-on experiences** – No passive listening. Full engagement.
- **Seamless execution** – Every detail covered, from staging to speakers to follow-up.
- **Long-term impact** – Ideas don't stop when the event ends. They turn into action.

"You can't be future-proof, but you can be future-ready"