

FIND THE → BOLD THREAD

Designing a 3P Event Strategy Built for Impact

Ashley Moye & Kevin Cobb Augeo Experience · Mindy Gunn Amazon Business

HIGH-LEVEL TAKEAWAYS

- 1 **A bold thread is a point of view, not a theme.** It's the strategic argument for why your brand should be showing up at all, and it should be sharp enough to help you say no.
- 2 **The framework has three stages.** Discover (define the thread) → Design (build around it) → Deliver (prove the impact)
- 3 **Measurement is a design decision.** Decide what you're trying to prove before the event, long before any post-event report, and across multiple returns: ROI (investment), ROE (experience), ROO (objectives). Use tenets to help make trade-offs.
- 4 **Impact over presence.** If the thread doesn't help you say no, it's not sharp enough yet.

WHERE TO START

- Align your stakeholders first, including your own team. The most important alignment is often internal.
- Audit what's already working before inventing something new. The thread is often a pattern that already exists but hasn't been named.
- Pick the one outcome you most need to prove, and define the signal that would show it.

DRAFT YOUR DISCOVER

Four questions to work through with your team

PURPOSE

What's the real purpose of this program, in one sentence?

STAKEHOLDERS

Who are the primary stakeholders, and what does success look like to each of them?

BARRIERS

What open questions create the biggest barriers right now?

FIRST STEP

Who's the first person you need to involve to start?

To learn more about discovering your bold thread, reach out to Ashley Moye at amoye@augeomarketing.com.

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