

5



unexpected
ways **to**
reach **your**
audience **at**
flagship **events**

 **EMC Meetings & Events**





because

**where you
show up**

matters

Flagship events are moving away from “one big moment” thinking and toward connection, brand value, and experience-driven outcomes.

And some of the most valuable conversations never happen on the expo floor. Instead, they happen in curated, off-agenda moments.

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#1



nearby

private bar buyouts

(but not official)

- Hosting one block away can feel more exclusive and more relaxed than anything inside the convention footprint.

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#2



surprise

pop ups in everyday spaces

- Think hotel lobbies, coffee shops, rooftops, or neighborhood restaurants that can be briefly transformed into branded connection moments.

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#3



curated

“in between” moments

- Morning walks, guided coffee crawls, wellness resets, or post keynote decompression sessions that meet attendees where energy actually is.

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#4



invitation only

dinners with a point of view

- Smaller tables, intentional guest lists, and a clear theme.

NOT just networking,
but conversation with purpose.

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#5



hidden experiences

unlocked by invitation

- A speakeasy-style meetup, a one night only experience, or a location revealed same day are all experiences that create intrigue and buzz without the noise.

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let's discuss!

Which of these unexpected approaches would you incorporate next at a flagship event?

**Drop your ideas
in the comments!**