



## TOUCHING

## MOMENTS ...

have **power**. Creating these and integrating them in the event story plus capturing them effectually generates a **dynamic** to turn their **potential** into **performance**.

*Dream destination:*  
*big feelings included?*

**CAPE TOWN.**

**PEARL OF SOUTH AFRICA.**



Location of an exclusive 4-day incentive that we organized for a long-standing client in 2024. At first glance, South Africa naturally captivates with legendary highlights of adventure, nature experiences, history and world-class cuisine.



*But it takes more*  
*for lasting moments ...*

The **key** to transforming experiences into lasting, moving impressions is an **emotional connection**. This requires 'small' ingredients. Spontaneous animal companions **touch the heart**, exclusivity in public places means **freedom**, doing things authentically yourself implies **a sense of belonging**, **magical rituals** crown fabulous places, background music **enhances the mood** and customized decorations and accessories stand for **appreciation** and become **memorabilia**.

The detailed travel report can be found here ...

Animal surprise.



A sense of freedom.



Do it yourself.



Magical rituals.



Custom-fitted harmony.

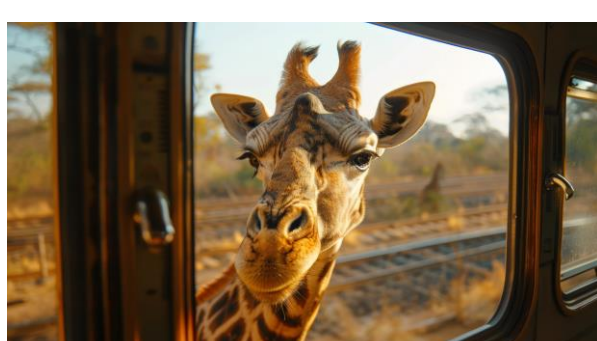


Mood.



**DECISIVE DETAILS,  
THAT TURN MOMENTS INTO SOMETHING GREAT.**

*... and hit right into the heart.*



*Seconds ...*

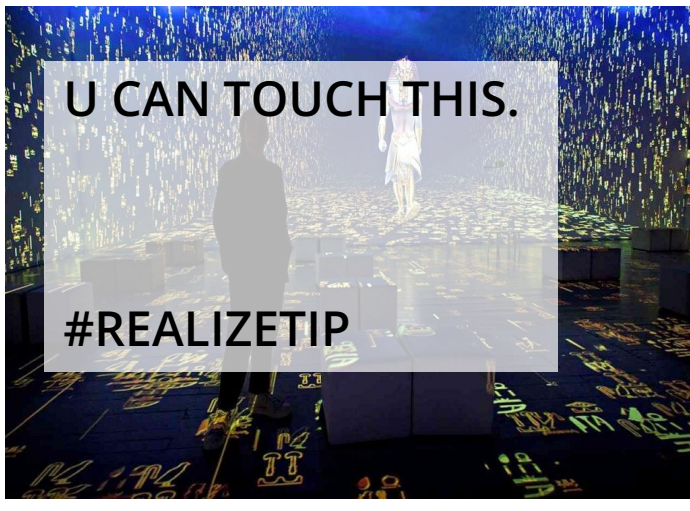
that contains this explosive material, should be present at every event.

**MOMENT  
PLANNING**

**#EACH  
EVENT FORMAT**

**U CAN TOUCH THIS.**

**#REALIZETIP**





# MOMENT PLANNING.

## EACH EVENT FORMAT.

Key moments of an event are decisive points in the customer experience that significantly influence the overall perception of a company.

Attendee Journey Mapping.

### FIRST SIGHT



### PRODUCT TOUCH



### MEET NEEDS



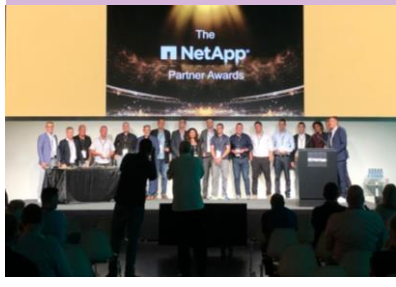
### ATMOSPHERE



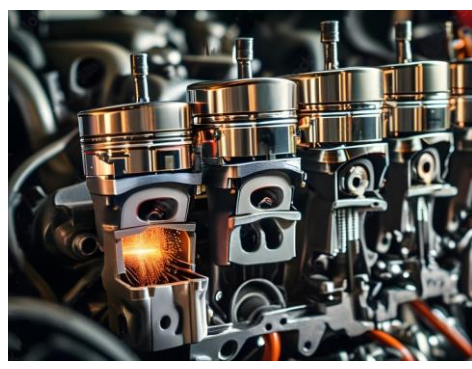
### ATTENTION



### MOTIVATION



Dividing the event into *moments* and staging these, embedded in an arc of suspense, in such a way that they become something *special* is the best way to be *remembered* and become an *impulse*. The aim is to add an element of *surprise, joy and value* to the participant's journey at such points.



With every breakthrough, every chain reaction, every path to success, there is a decisive moment.

This needs to be identified and utilized. When the spark is ignited, this energy creates a *dynamic* that takes on a life of its own and transforms its *potential into performance*.

At employee events, it will lead to *motivation*, that produces *exceptional performance*.

At conferences, congresses and trade fairs a *fire* must start in the participants that they take with them.

A *conviction* that they have gained must be carried forward and transform it into *action*: order, recommend, become and remain a customer.

It has to grab you ...



It goes like that ...

## U CAN TOUCH THIS.

### REALIZE TIP.

One way of breathing life into elements is through multimedia staging. The immersive shows at Utopia Munich are a perfect example of bringing history and art to life. The Tutankhamun exhibition runs from 09.10.2024 - 26.01.2025. Here you can walk almost hand in hand with the child king in a world of gold.

That's how unforgettable impressions can feel ...

TUTANKHAMUN

UTOPIA

MUNICH



Fascinating adventure trip to ancient Egypt. Immerse yourself in the civilization and mythology of the pharaohs.

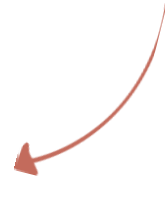






I can feel  
the spark.

And you?



YOU CAN GET THE INGNITION INSTRUCTION HERE.



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