

## Tips & Tricks | How to Make Your Events Memorable: The Pass-Along Story <sup>[1]</sup>

September 27, 2017 by [Kate O'Connell](#) <sup>[2]</sup>

As an event planner, you know that emotions are a powerful driver for how people remember events. Empowering or surprising your event attendees can boost the ROI on your event and drive attendee engagement. Check out [this video](#) <sup>[3]</sup> from Splash for tips on how to create a memorable event experience for your attendees. Highlights from the video include:

- Identifying storytellers
  - Mapping out experiences
  - Building a pass-along story
  - Key emotions: understanding, excitement, appreciation
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Here is a link to the [YouTube video](#) <sup>[3]</sup>:

[https://www.youtube.com/watch?time\\_continue=183&v=dmQ2PkTw2PQ](https://www.youtube.com/watch?time_continue=183&v=dmQ2PkTw2PQ) <sup>[4]</sup>

And here is a link to the [transcript from the video](#) <sup>[5]</sup>:

<https://splashthat.com/blog/emotional-marketing-for-events> <sup>[6]</sup>

Questions? Send an email to [contact@cu.edu](mailto:contact@cu.edu) <sup>[7]</sup>.

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[5] [https://splashthat.com/blog/emotional-marketing-for-](https://splashthat.com/blog/emotional-marketing-for-events)

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[6] <https://splashthat.com/blog/emotional-marketing-for-events>

[7] [mailto:contact@cu.edu?subject=eComm%20Wiki%20-](mailto:contact@cu.edu?subject=eComm%20Wiki%20-%20How%20to%20Make%20Your%20Events%20Memorable%20-%20Run%20of%20Show%20Weekly)

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