

A blurred photograph of a social event with people at tables. In the foreground, a table is set with blue glassware, white napkins, and a red napkin. A small orange card with the name 'Saherby' is visible on the table.

AI Analysis

From Humbeat to Drumbeat: Scaling the Power of Micro Events

Katie Lambert

Director, Partner Marketing, HubSpot

Olivia Rogine

Director of North America Brand Marketing, VistaPrint

Jihan Donawa

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Summary

The session on scaling the power of micro-events emphasized the importance of intimate, high-touch experiences in marketing. Katie Lambert from HubSpot highlighted the shift from large-scale events to micro-events that facilitate deeper connections and authentic interactions. She discussed how events can make a brand defensible by fostering a sense of belonging and creativity that AI cannot replicate, and shared examples of successful micro-events that yielded high returns on investment.

Olivia Rogine from VistaPrint focused on the concept of community-driven events, arguing that the best brand events center around the attendees rather than the brand itself. She stressed the need for brands to prioritize community building and shared experiences to foster emotional connections and long-term loyalty. Olivia provided insights into how Vistaprint's small business social club successfully created a community among small business owners, transforming them from customers to co-creators.

During the Q&A session, Jihan Donawa and Sarah Reece discussed their experiences and perspectives on hospitality and executive dinners. Jihan emphasized the importance of anticipating attendees' needs and creating memorable experiences, while Sarah critiqued executive dinners for lacking personalization and genuine hospitality. Both speakers agreed on the significance of experiential and unexpected events in building strong bonds with customers and enhancing brand loyalty. They also highlighted the role of thoughtful planning and execution in achieving event success.





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Thursday, September 4, 2025

Takeaways

Micro-events Foster Authentic Connections

Micro-events, characterized by their intimate and high-touch nature, facilitate deeper connections and authentic interactions. Katie Lambert highlighted the shift from large-scale events to smaller gatherings that prioritize quality over quantity, creating a sense of belonging and creativity that AI cannot replicate. These events are crucial in making a brand defensible through shared experiences and emotional connections.

Community-Driven Events Build Long-Term Loyalty

Olivia Rogine emphasized the importance of community-driven events that center around the attendees rather than the brand itself. By prioritizing community building and shared experiences, brands can transform customers into co-creators, fostering emotional connections and long-term loyalty. The success of Vistaprint's small business social club exemplifies how such events can create a supportive and engaging community.

Experiential and Unexpected Events Enhance Brand Loyalty

Jihan Donawa and Sarah Reece discussed the significance of experiential and unexpected events in building strong bonds with customers. They critiqued executive dinners for lacking personalization and genuine hospitality, advocating for more thoughtful and curated experiences. By anticipating attendees' needs and creating memorable moments, brands can enhance loyalty and create lasting impressions.

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