

Tips & Tricks | How to Make Your Events Memorable: The Pass-Along Story ^[1]

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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](#) ^[3] 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

Here is a link to the [YouTube video](#) ^[3]:

https://www.youtube.com/watch?time_continue=183&v=dmQ2PkTw2PQ ^[4]

And here is a link to the [transcript from the video](#) ^[5]:

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

Questions? Send an email to contact@cu.edu ^[7].

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