

CASE STUDY

Google Experience Institute (Xi Days)

Challenge:

The Google Experience Institute aimed to revolutionize event formats by creating more inclusive environments that prioritize emotional connections. Its first major initiative, Xi Days, held in February 2023, sought to blend inclusivity with innovative event design.

Solution:

Brand Revolution collaborated with Google's Xi team, integrating Return on Emotion® (ROE) insights and strategic planning to launch the inaugural Xi Days. Dubbed "The Future of Events," this three-day experience championed personalization, diverse learning modes, and human connections, setting a new standard in event design.

Impact:

Xi Days attracted a diverse group of global leaders, thinkers, and creators, fostering a dynamic environment ripe for innovation and exploration.



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We Need to Reimagine Experience Measurement and Values with Emotion and Belonging in Mind

Ally Masi, Director, Experience Strategy at Salesforce

As event designers, we know there is SO much intrinsic impact beyond traditional business metrics that we can never fully quantify. And as data-driven as many of us are, we also know that the **true magic can happen when you mix proof with the potential of gut-lead guesswork.**

Despite this, event designers desperately need a more elevated way to tell the story of the value we create. Enter: Return on Emotion® (ROE), a scale developed by Haute, an experiential agency.

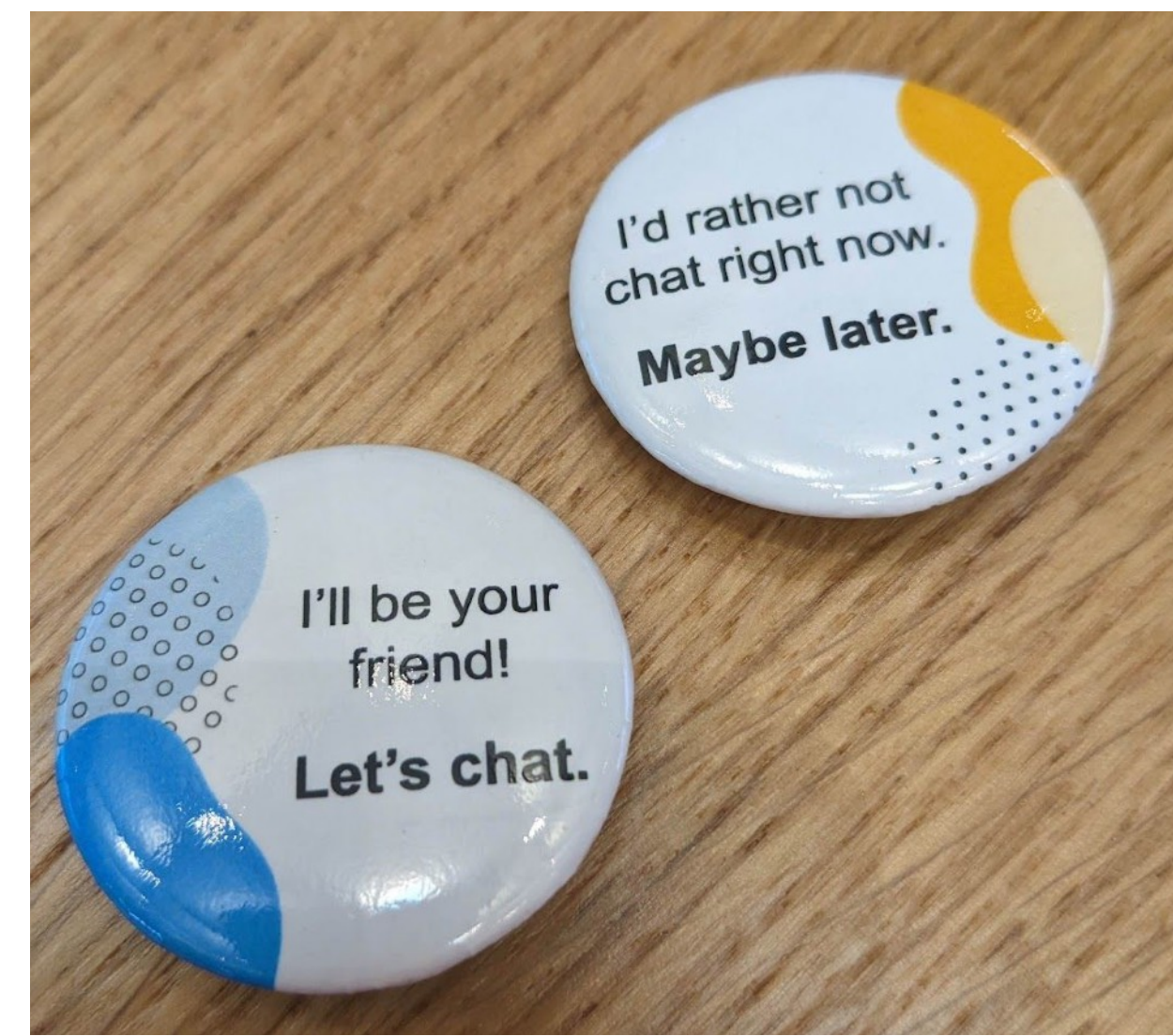
ROE In Action: In a study commissioned by Haute, the **top 5 emotions** required to create a connection with your

brand are: **hopeful, adventurous, active, accepted, motivated.** This is something event professionals can implement into our pre/post event research. Where attendees fall on scale of 1 to 10 for these emotions determines whether they are emotionally engaged.

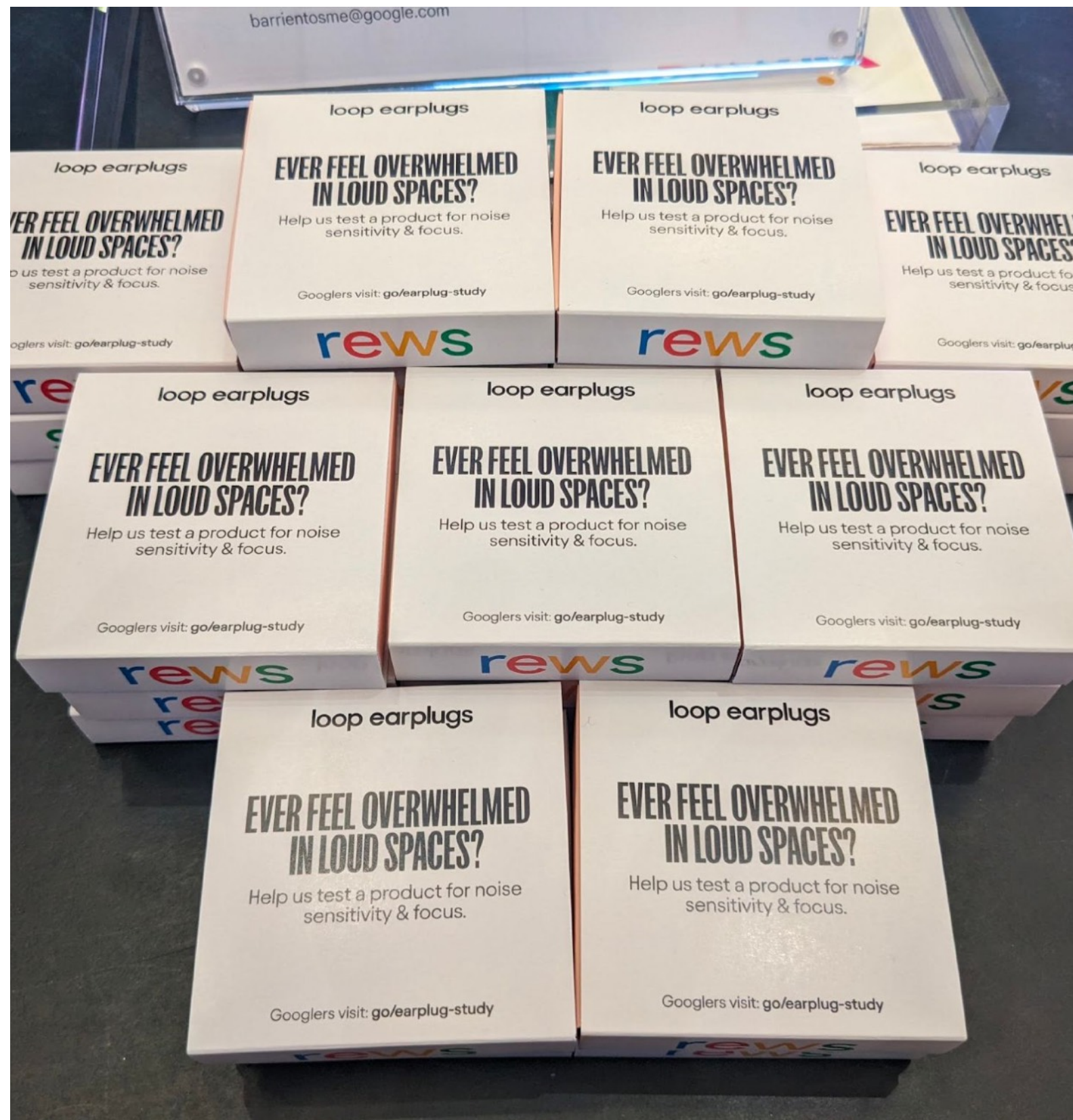
In short, ROE leads to ROI. This is just one piece of puzzle, but starts to chip away at one of the largest gaps we have in characterizing the value of our events. Throughout Xi Days, attendees discussed how we might incorporate ROE, traditional metrics and other yet-to-be-defined signals to create a best-in-class model for event measurement.

ODE TO COLOR

My love affair with color began in earnest when I studied textile design in the Fine Arts program at Syracuse University. What I discovered there was that color and color combinations in repeat patterns evoke stories, traditions, and places, and color combinations and emotions. I saw the beach in one design, Egypt in



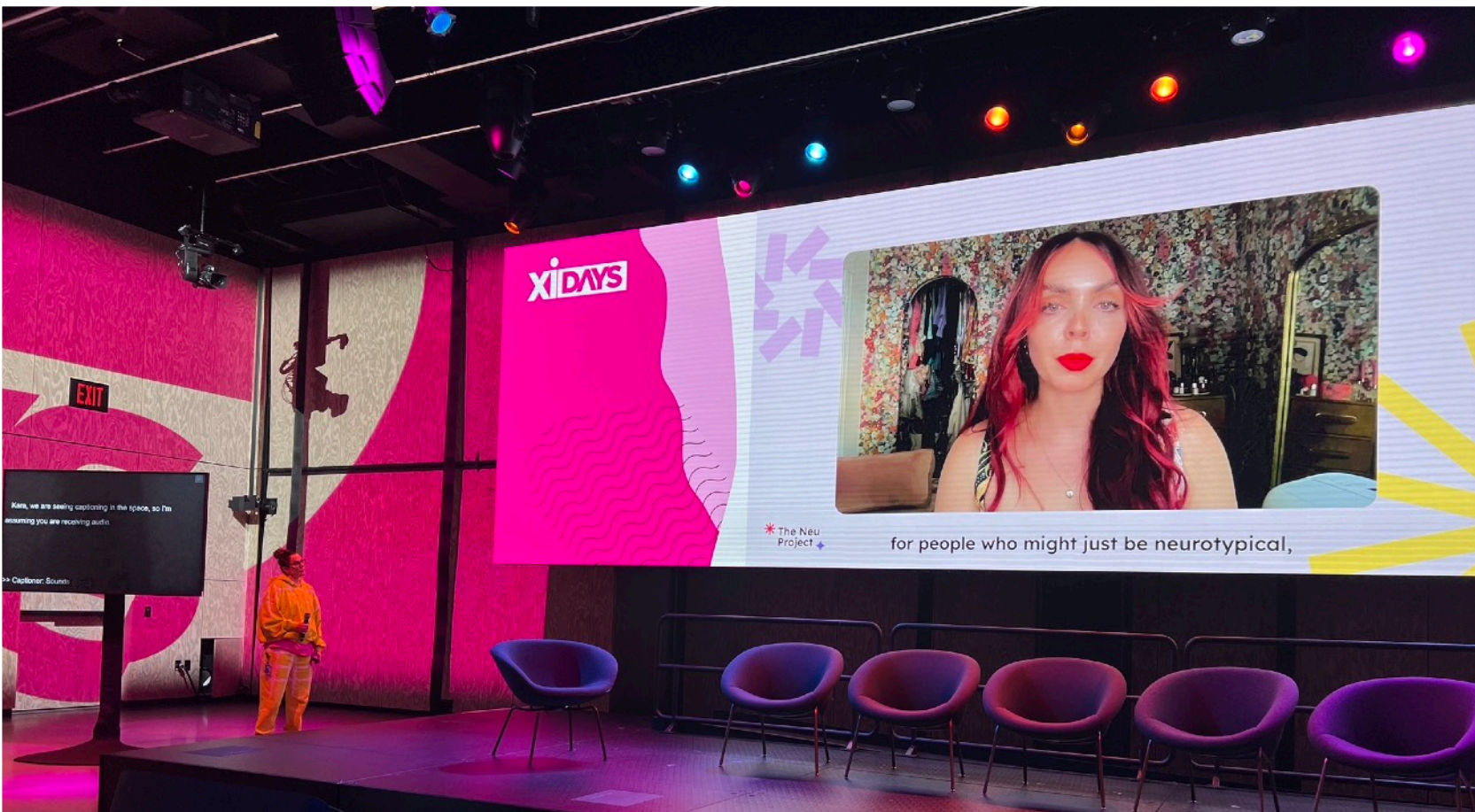
How does your physical environment impact your ability to connect with content? People?

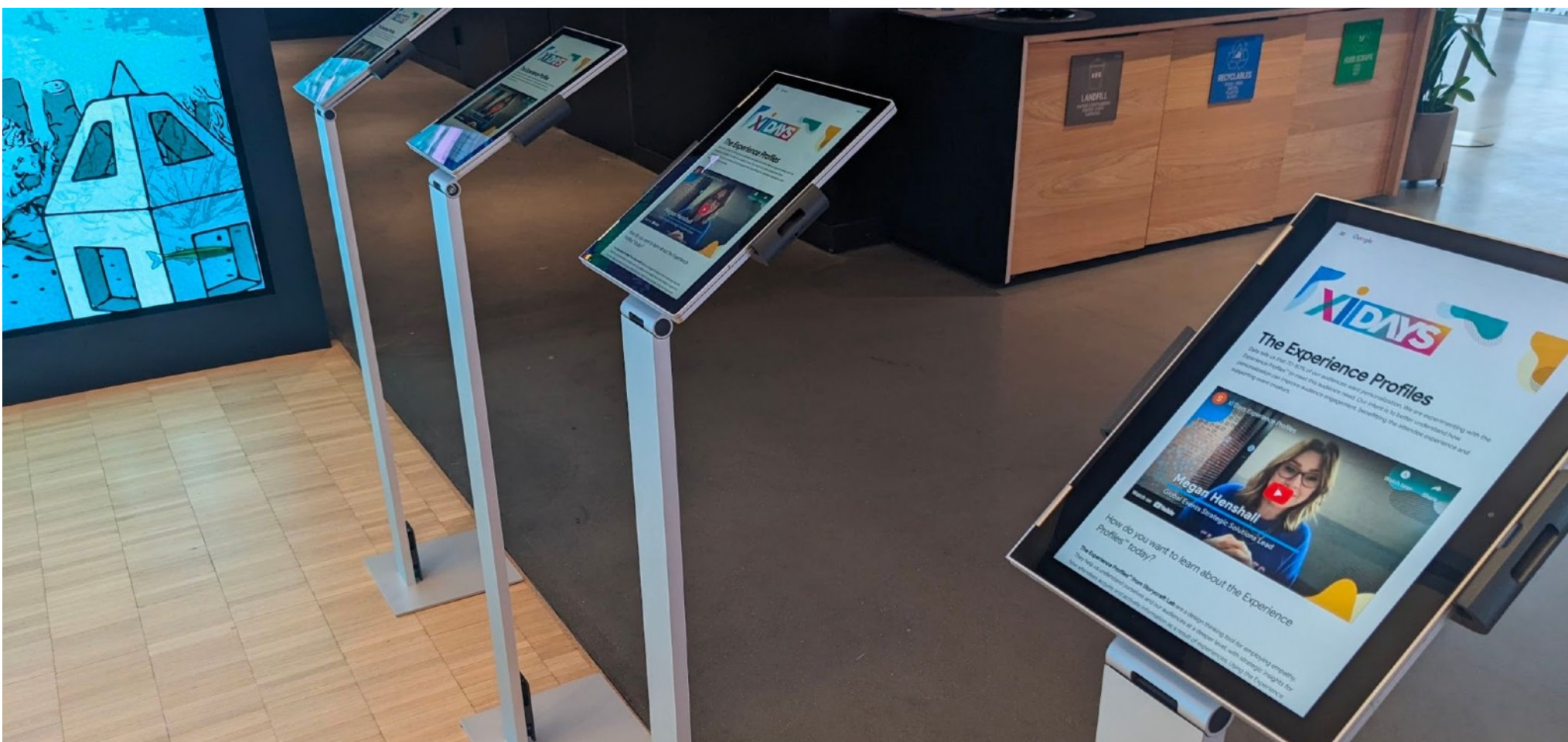
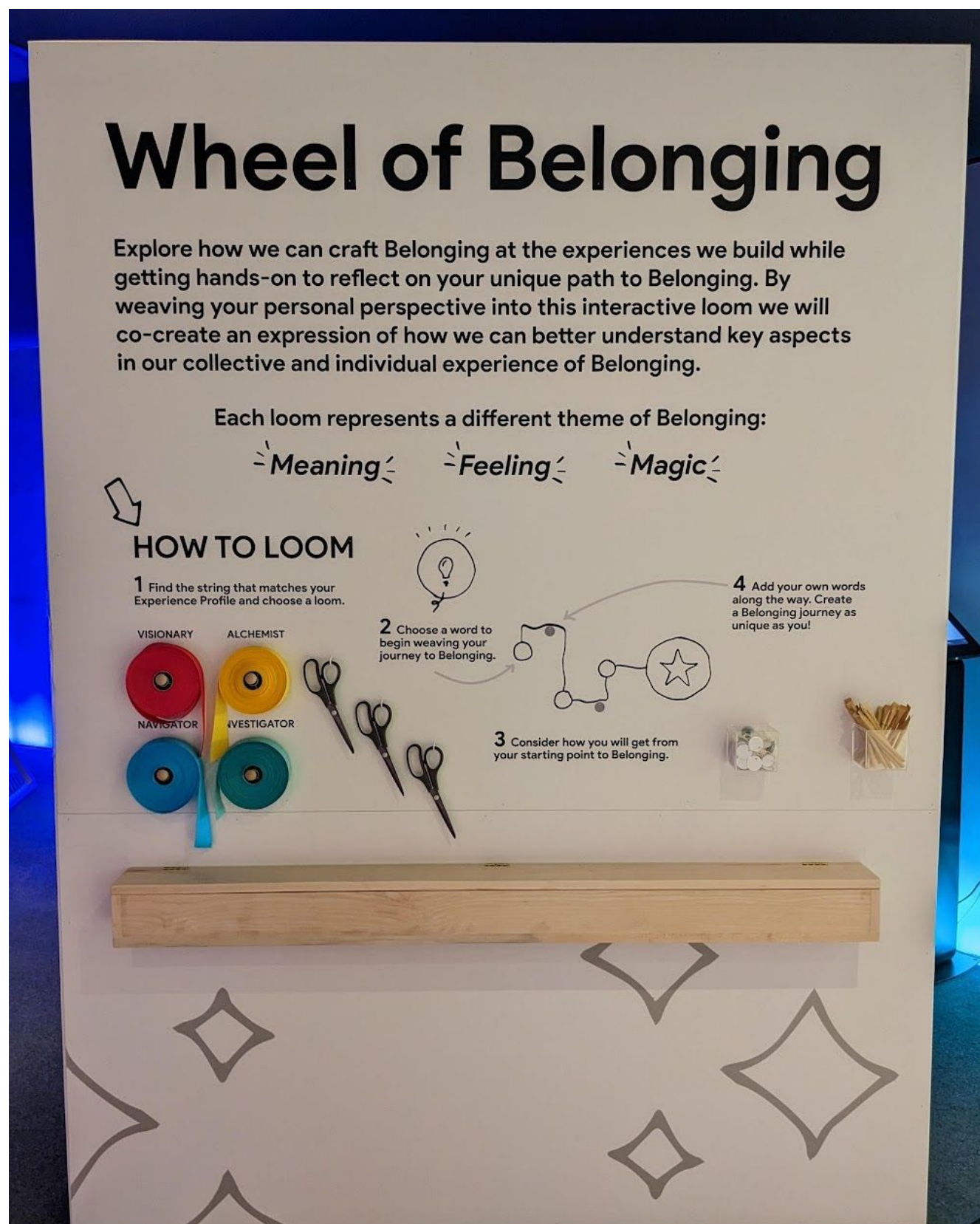




“Google Xi Days colored outside the lines, shifting paradigms to create an all-encompassing future for the events industry.”

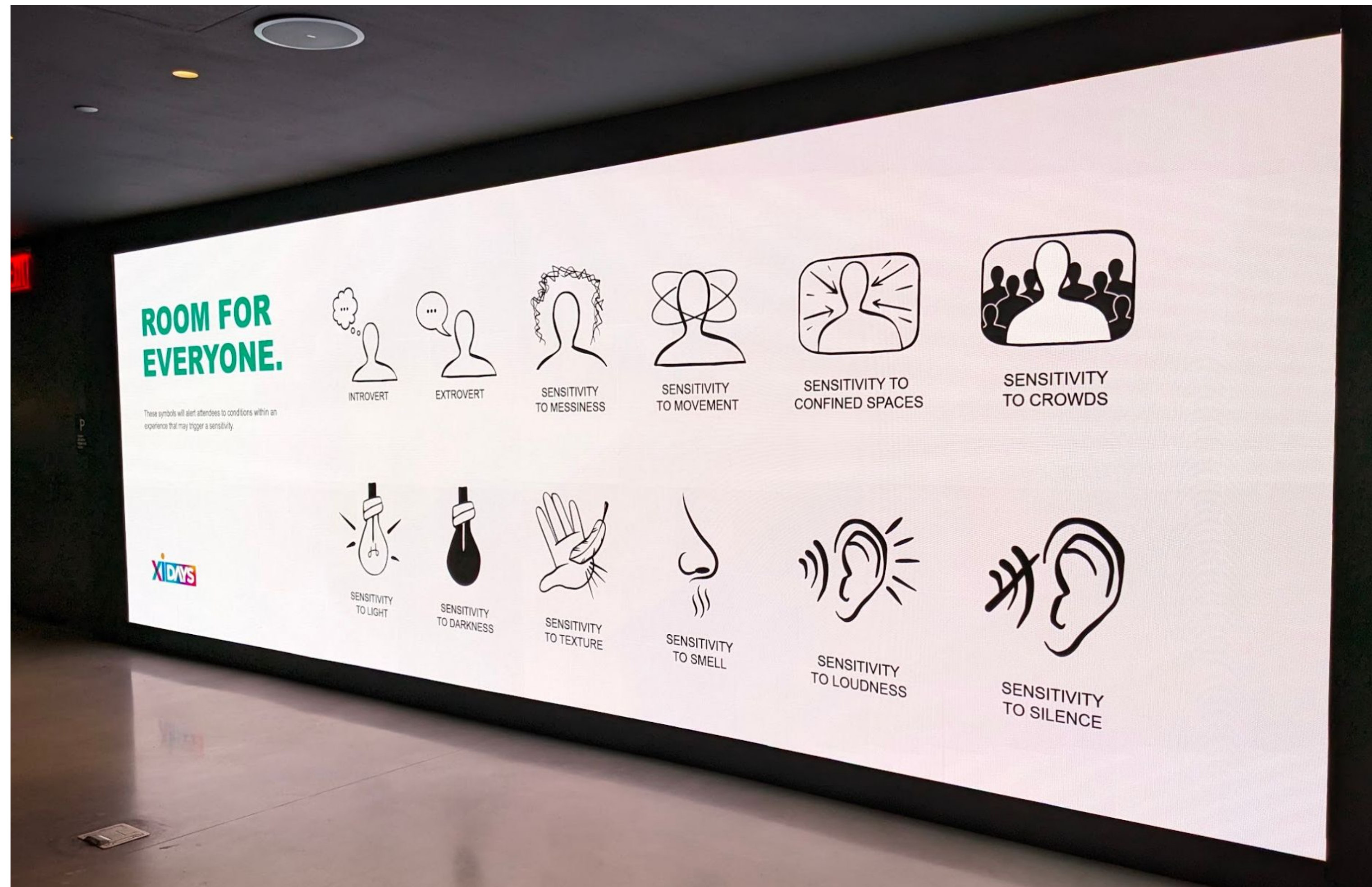
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Google's Xi Days redefined event design through its innovative approach and focus on inclusion and emotional engagement.

Key innovations included:

- **Multi-Dimensional Learning:** Attendees experienced a curated blend of talks, interactive sessions, and experiential exhibits, encouraging independent exploration and personal growth.
- **Emotional Engagement:** The event prioritized emotional connections over transactions, emphasizing the democratization of experience and inclusion.
- **Sensory Stimulation:** From exploring fragrances to engaging in tactile play with slime, Xi Days activated all senses, enhancing the overall experience.
- **Inclusive Design:** Special attention was given to accessibility, with sessions like The Neu Project spotlighting efforts to accommodate neurodivergent individuals.
- **Community and Belonging:** The Wheel of Belonging interactive exhibit invited attendees to reflect on and share their journeys towards belonging, fostering a sense of community.

BREAK THE MOLD

We are intentionally structured as a collective of experts across diverse mediums.

RETURN ON EMOTION®

Our methodology is based on the fact that 95% of decisions are based on emotion.

RULES TO ENGAGEMENT

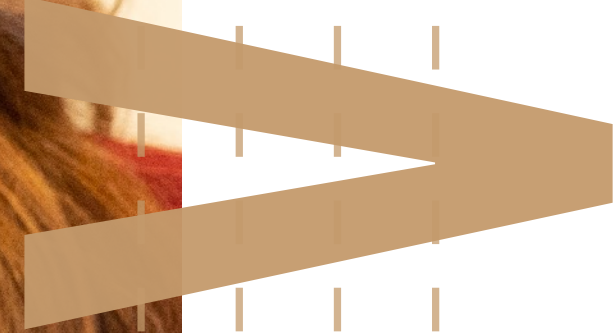
We believe that empathy is the cornerstone of every successful partnership, guiding our company's principles of engagement.

COMMUNITY

We are community builders focused on seven key values to make lasting impacts on members.



**MORE
THAN
JUST
MKTG.**



SUSTAINABILITY

Fluid, our merch division, were the first UK promotional products company to gain B Corporation certification. Respecting our employees and the planet is fundamental to how we operate.

ROI

Ultimately, our success directly translates into tangible business outcomes.



SCALABLE LIVE EXPERIENCES

From galas and experiential moments to in-store product launches and award ceremonies, our teams have worked tirelessly to deliver impactful in-person events that motivate, educate, and inspire.

BRAND ACTIVATIONS, TRADE SHOWS, PRODUCT SHOWCASES, TRAINING EVENTS, INCENTIVE TRIPS, CORPORATE RETREATS, VIP EXPERIENCES, INTERACTIVE INSTALLATIONS, SEMINARS AND WORKSHOPS, CONFERENCES, SPONTANEOUS THINK TANKS



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