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5 stages of the AG SHOW EXPERIENCE

Macro Trends

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Transformational travel



Wellness



Experience over volume



Immersive experiences



Increased sameness



Authentically local



First Nations arts & culture



Social licence



Conscious travellers



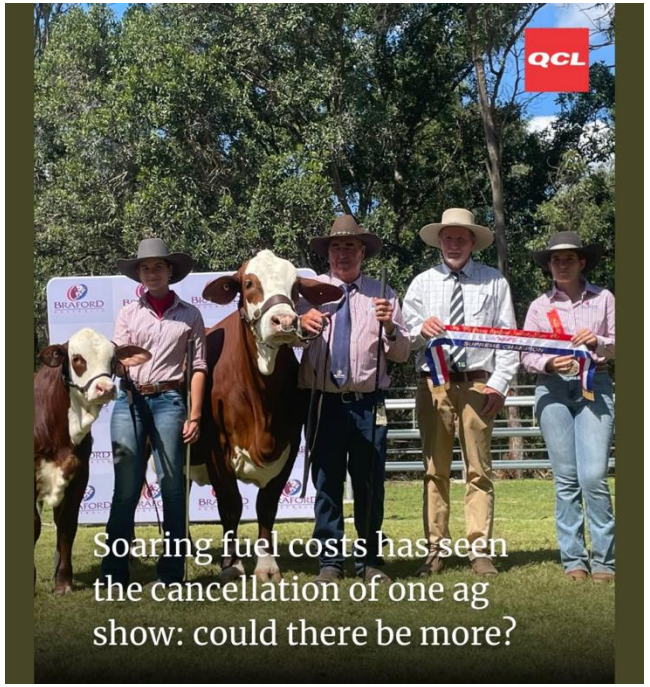
Access & Inclusion

The needs and expectations of of attendees has changed

The reality of events in 2026

- Cancellations or reimagined formats!
- Lack of volunteers & volunteer burn out
- Increased costs in event delivery
- Competition for attendees (and cost of living)
- Changes in event consumer habits
- Challenges with insurance & compliance
- Climate & outdoor events
- A lot of ‘same same’ events





What is an Experience?

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More than a product or service,
it's an emotional feeling or
personal achievement.

Unique, unexpected, and remarkable things
that attendees cannot do elsewhere,
or that you can do better than anyone, that
surprise and delight.

Share some of your memorable experiences in the chat .



What is Experience Design?

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Continually reimagining and redesigning how an Ag Show experience meets, and preferably exceeds, the expectations of attendees.



Why is it important?

Ag Shows (and events in general) are becoming ‘same-same’ and struggling to attract the crowds.

The basic elements are being forgotten and events rinse and repeat.



How much time do you put into creating a meaningful & memorable experience?

- Unique to the region
- Authentic
- Changing needs & expectations of attendees
- Event concept design
- Customer journey mapping – 5 stages
- TNT / Magical moments
- Post event review!



Do not edit
How to change the design



What are the top 3 things you look for when deciding to attend an event?

The Slido app must be installed on every computer you're presenting from

slido



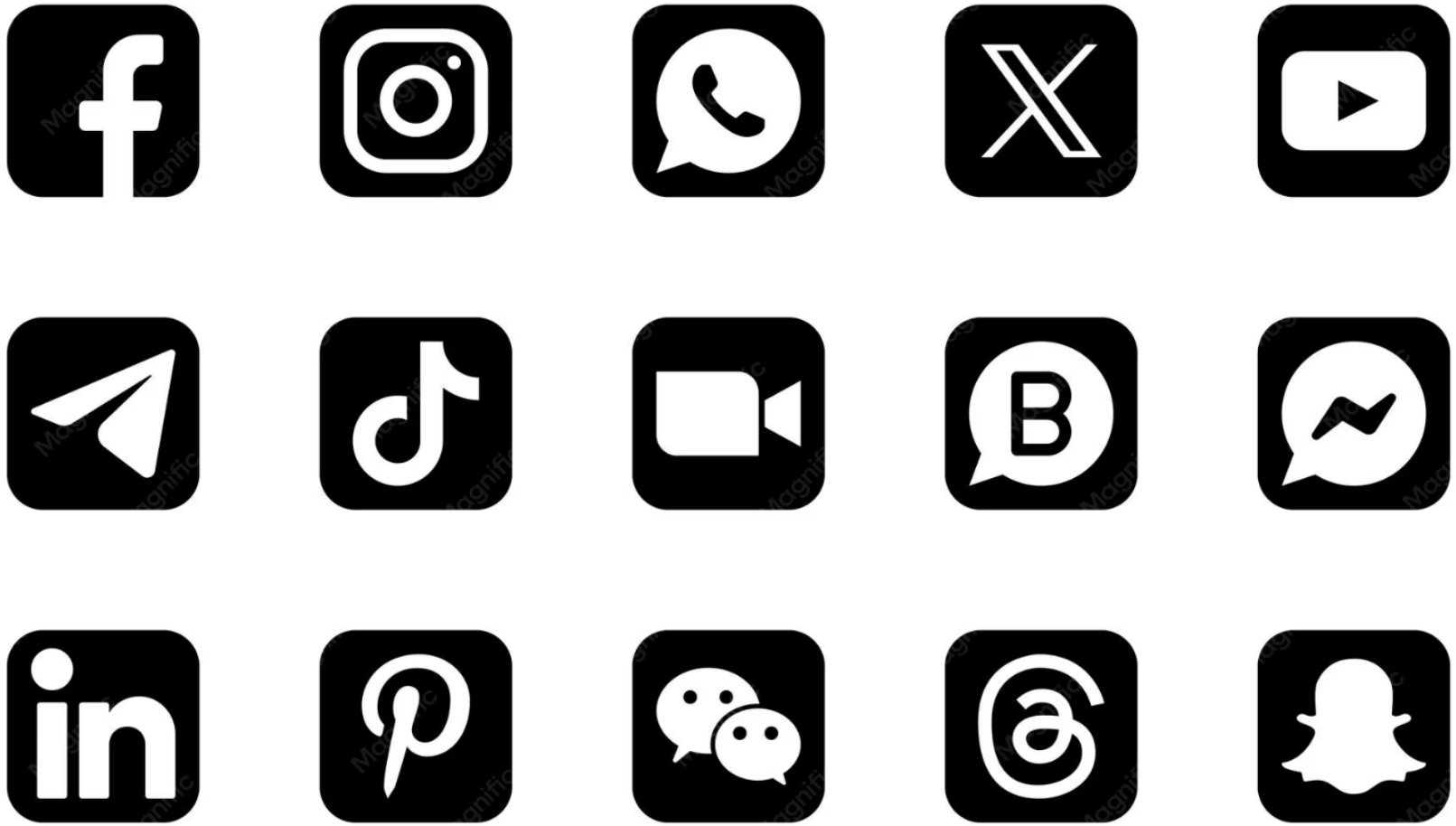
5 STEPS IN CREATING AN AG SHOW EXPERIENCE

1. Pre-event
2. Arrival
3. Event program
4. Departure
5. Post event

Step 1: Pre-event Information

DO YOU KNOW WHAT MEDIUMS YOUR SHOW ATTENDEES USE & WHEN?

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The HUB! Your event website



Can I bring my dog?



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Importance of a brand

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It’s more than a logo…



Improving **Your** Ag Show Experience
Stage 1: Pre-event

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What is a key pain point / area for improvement? This can be small!



Who does this impact and what may be the long-term consequences ?

What is an achievable and actionable fix?

Points to discuss with your Show Committee

Step 2: Arrival
Memorable Beginnings

Set the tone for the Show

Consider:

- Ease of access
- First view when they walk through the gates
- Ambience: scents, lighting, sound
- Customer service & mood
- Create anticipation



Improving **Your** Ag Show Experience
Stage 2: Arrival

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What is a key pain point / area for improvement when people arrive at your Show?

Who does this impact and what may be the long-term consequences ?

What is an achievable and actionable fix?

Points to discuss with your Show Committee.

Step 3: Show Experience.
Creating Peaks & Troughs

Peaks: high emotion

Pauses: quiet reflection or connection

Consider programming:

- Maintain a flow
- Spread out the ‘wow’ moments
- Do you need to allow for connection & conversation?
- Power of storytelling: anticipation, immersion, transformation, reflection



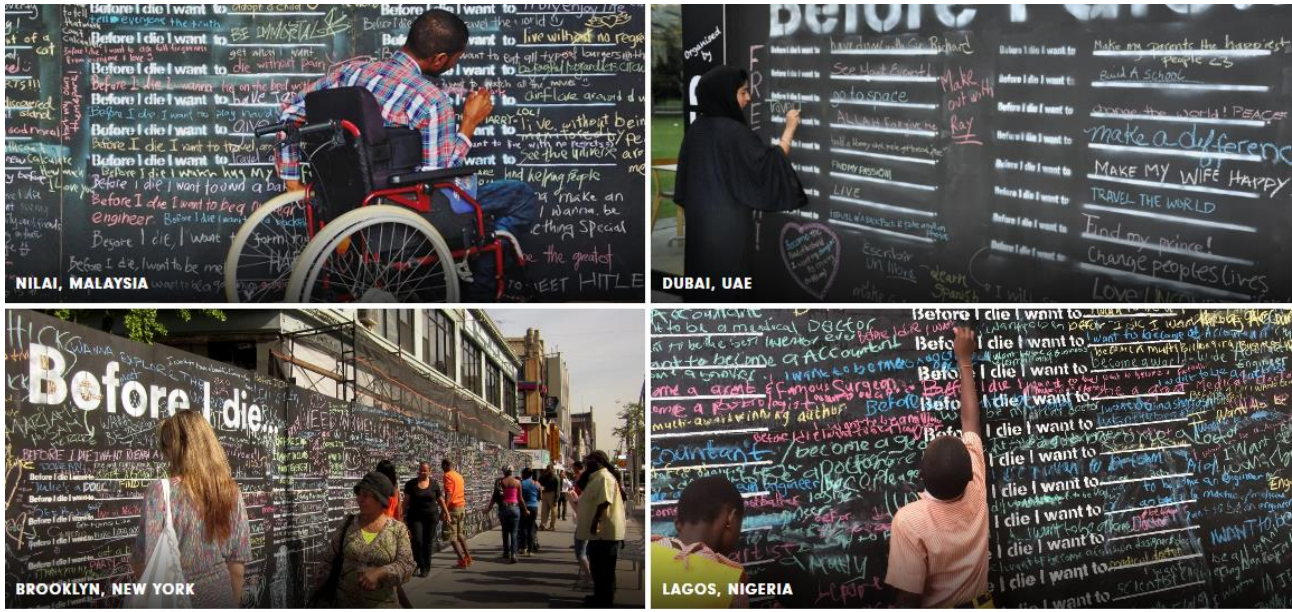
Building Connection

People come for entertainment, but stay for connection.

Building social architecture:

- Areas for mingling / chill zones
- Interactive installations
- Speed dating
- Reunions
- Meet the farmer

Consider ‘solo attendee’ moments – especially at the entry.



Credit: Candy Chang "Before I Die"
https://www.candychang.com/beforeidie/

Activating the Five Senses

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Touch



Sight



Smell



Sound



Taste

What is your purple cow?

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Image credit: Medium (Seth Godin article)


15% Rule

Improving **Your** Ag Show Experience
Stage 3: Event Experience

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What is one thing you could do to improve the event experience?

What feedback or recurring requests do you hear every year?

How could you refresh your event while keeping what people love? (Remember the 15% rule.)

Points to discuss with your Show Committee.



Step 4: Memorable Finish

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- Grand finale: emotions
- Ambience: lighting & sound
- Customer service & mood
- Safety & security
- Ease of access

Very similar to arrival and entry!



Improving Your Ag Show Experience
Stage 4: Departure

How do people leave your show?

What is one small thing you can do to improve their experience or make it a memorable exit (for all the right reasons!)

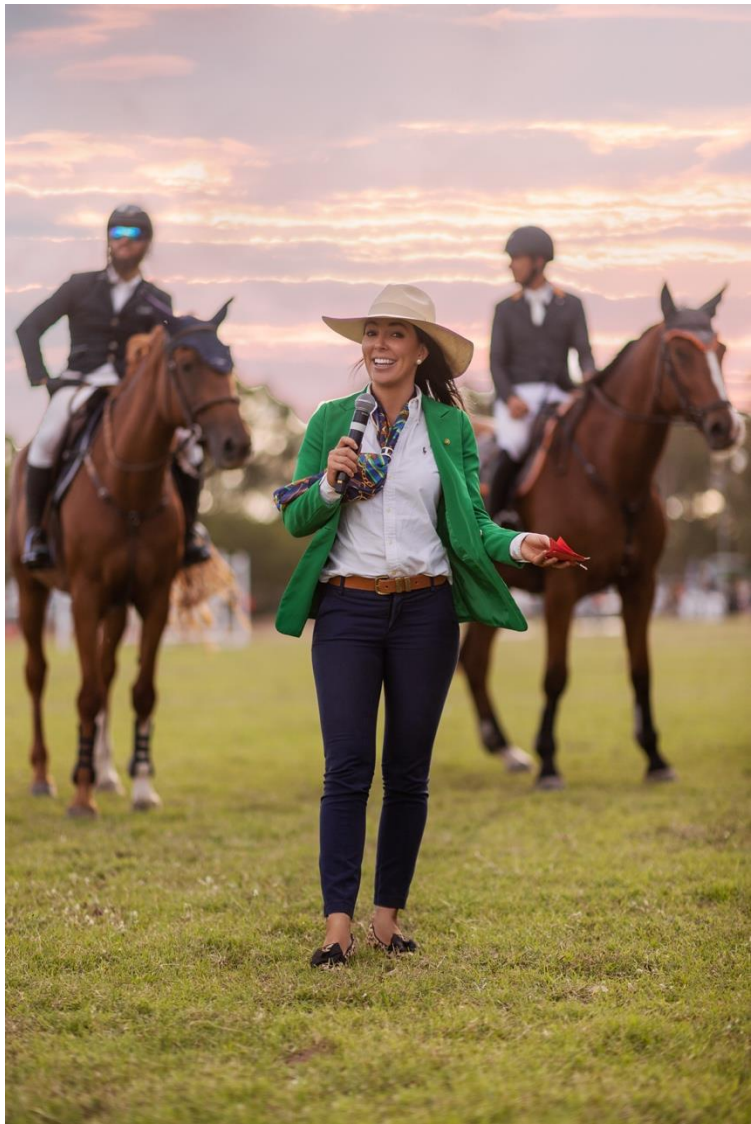
Points to discuss with your Show Committee.



Step 5: Post Event

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- Keep connected – build a community
- Create FOMO: word of mouth is your most valuable marketing tool
- Share your successes
- Say thank-you
- Prioritise post-event review
- Continual improvement



Benchmarking

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Improving Your Ag Show Experience
Stage 5: Post-event



Who do you most need to hear from after your event?

How could you make it easier for them to provide feedback?

What events will you benchmark against?

Points to discuss with your Show Committee.

Key Takeaways

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1. Review your marketing assets through your attendees' eyes
2. Have someone fresh review your website and offer suggested improvements
3. Know your ideal attendees and design experiences for them!
4. Gather feedback regularly and undertake continual improvement
5. Create your own version of the 15% rule
6. Determine your purple cow (Read Seth Godin’s book for inspiration)
7. Enhance efficiencies so you have more time to invest in experience design

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Questions?

EVENTfolk

Ag Show Special Offer!!!

Thank you!

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- Follow us on Facebook
- Leave a Google review

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