

Events & Conferences Process Guide

Welcome to leparfum.ai Event Experiences

Transform your event from attended to unforgettable with personalized fragrances that keep your message alive long after closing keynotes. This guide shows how to implement fragrance experiences that amplify engagement and extend impact.

Program Overview

Attendees create personal fragrances inspired by breakthrough moments, connections, and insights from your event, receiving luxury keepsakes that trigger powerful memories.

- Minimum Order: 10 fragrances
- Timeline: 4 weeks recommended
- Options: In-person, virtual, or hybrid events

Implementation Models

Included with Registration

Build anticipation and add premium value to ticket prices.

Sponsor-Funded Experience

Create new sponsorship opportunities with branded fragrance stations.

VIP Exclusive

Reward speakers, sponsors, and premium ticket holders.

Post-Event Engagement

Extend impact and gather feedback with thank-you fragrances.

Planning Process

Step 1: Event Consultation

We explore:

- Event theme and objectives
- Attendee demographics and size
- Venue logistics and timeline
- Sponsor involvement opportunities
- Success metrics and goals

Step 2: Program Confirmation

Secure your event date:

- 50% deposit based on expected attendance
- Begins custom design process
- Establishes production timeline
- Includes contingency planning

Step 3: Experience Design

Create your branded experience:

- Event logo and visual identity
- Sponsor recognition (if applicable)
- Custom messaging and themes
- Digital experience flow
- Physical touchpoint design

Step 4: Integration Planning

Seamlessly incorporate into your event:

- Registration system connection
- Badge or program inclusion
- Venue placement strategy
- Sponsor activation design
- Virtual platform integration

Step 5: Final Setup & Payment

Four weeks before your event:

- Balance payment due

- Final attendee count confirmation
- Launch experience testing
- Communication materials provided
- Staff briefing materials ready

Step 6: Attendee Activation Options

- Pre-Event: Build excitement with early access
- On-Site: Create networking opportunities at stations
- Session Breaks: Five-minute experiences between talks
- Post-Event: Extend engagement with follow-up

Step 7: The Attendee Journey

Participants experience:

- Welcome from organizers/sponsors
- 2–5 minute guided creation
- Connection to event themes
- Immediate confirmation

You receive:

- Real-time participation data
- Engagement analytics
- Social media amplification
- Attendee feedback

Step 8: Premium Production

Each fragrance includes:

- IFF perfumer craftsmanship
- 20% concentration for lasting power
- Very high natural ingredients
- Event and sponsor branding
- Attendee personalization

Step 9: Impact Delivery

Flexible fulfillment:

- Direct shipping to attendees
- Bulk delivery for closing gifts

- International coordination
- Virtual event shipping

All domestic shipping included.

Step 10: Extended Engagement

Post-event benefits:

- Attendees reorder via QR codes
- Social sharing drives awareness
- Survey completion incentives
- Year-round brand presence

Event Support Services

Dedicated Event Team

Your event receives:

- Experienced event coordinator
- Pre-event planning sessions
- On-call support during event
- Post-event analysis

Marketing Materials

- Registration page content
- Social media templates
- Email announcements
- Sponsor recognition materials

Technology Integration

- Registration platform compatibility
- Badge printing QR codes
- Mobile app integration
- Virtual platform embedding

Sponsor Opportunities

Title Sponsorship

- Exclusive branding on all fragrances
- Booth activation rights
- Database access (with permissions)
- Co-marketing opportunities

Station Sponsorship

- Branded creation stations
- Staff support options
- Lead capture integration
- Premium placement

Virtual Sponsorship

- Digital experience branding
- Exclusive access windows
- Enhanced analytics
- Content integration

Virtual & Hybrid Events

Virtual Implementation

- Email link distribution
- Platform integration options
- Engagement tracking
- Global shipping coordination

Hybrid Approach

- Unified experience across formats
- Equity for remote attendees
- Synchronized activation
- Combined analytics

Analytics & ROI

Measurable Impact

- Participation rates by segment

- Time spent in experience
- Geographic distribution
- Reorder patterns

Sponsor Value

- Brand impression counts
- Engagement duration
- Lead quality metrics
- Social amplification

Event Success

- Attendee satisfaction lift
- Net Promoter Score impact
- Social mention increase
- Survey completion rates

Special Considerations

Large Events

- Scalable to thousands
- Bulk processing systems
- Multiple language support
- Dedicated infrastructure

Multi-Day Events

- Progressive experiences
- Daily themes possible
- Session-specific options
- Networking integration

Award Programs

- Winner recognition
- Achievement celebration
- Legacy creation
- Presenter gifts

Budget Planning

Volume discounts available. Sponsor funding often covers entire program cost while adding attendee value.

Ready to Create Lasting Event Impact?

Contact us to design an experience that transforms your event from memorable to unforgettable.