MCI USA

Event Identity & Experience Package

Bring your event vision to life with a cohesive identity that sets the mood for memorable attendee experiences.

What's Included:

Event Theme & Visual Identity Creation
Understand your event's objectives and audience, develop a core concept, detailed mood boards, and a style guide that integrates all event elements.

Custom Digital Assets
Develop a robust suite of digital materials including custom-branded social media promotion kits (static and animated graphics), website graphics, email banners, and digital display ads, driving excitement and registrations.

Immersive Print & Environmental Design
Design high-impact event collateral such as event programs, brochures, invitations, directional signage, large-format banners, podium and stage graphics, ensuring a polished, professional on-site presence.
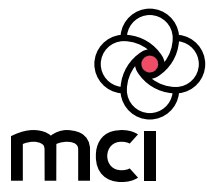
Efficient Vendor Coordination
Expertly manage the print production process—from vendor selection and pre-press preparation to quality assurance—guaranteeing consistency, timeliness, and top-quality delivery.

Customized Additional Assets
Enhance the attendee experience further with custom branded giveaways, swag, video animation, and dynamic social content tailored specifically to your event needs.

The Event Identity & Experience Package aims to provide a cohesive approach to all parts of an event—from digital communications to printed materials and on-site visuals. It works closely with the convention team to create a consistent identity that attendees will recognize and engage with during the event.

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Partner with us to craft an immersive event experience that attendees won't forget.

View our capabilities deck.