

Boosting Brand Engagement through Live and Workshop Events

Ganjanatach Vongchan, Mr.Akkarat Boonyapalanant, Mr.Tongpool Heeptaisong

R.X. Building, Soi Rachadapisek 64 ,Rachadapisek Road, Bangsue, Bangkok

King Mongkut's University of Technology North Bangkok, 1518 Pracharad Road, Wong Sawang, Bang Sue, Bangkok 10800, Thailand

Abstract

This project involved organizing a live session featuring brand ambassadors from air-x, aiming to boost engagement and encourage participation in upcoming activities. My responsibilities included scripting the event, selecting a suitable location for the live broadcast, and assembling a team for the live production. Additionally, I developed questions to be asked during the session and coordinated closely with both the live production team and the ambassadors' managers. Through this project, I was able to refine my skills in event planning, communication, and content creation, ensuring a seamless and engaging live experience that effectively promoted the brand and its future campaigns.

Introduction

In the digital age, content marketing plays a crucial role in driving brand success, especially in competitive industries like healthcare. During my internship at R.X., I was involved in various marketing projects, ranging from organizing live events with brand presenters to designing promotional materials and social media campaigns. This experience allowed me to apply creative skills while learning effective marketing strategies to communicate the brand's message in an engaging and impactful way.

Methodology

1. Project Planning

Initial steps involved scheduling appointments with the brand ambassador's manager to find mutually convenient dates and times. I also focused on selecting an appropriate location for the live broadcast to enhance viewer engagement. A detailed script was developed for the presenters and the host, ensuring a smooth and engaging conversation.

2. Content Development

I conducted research to formulate relevant questions for the host to ask the brand ambassador, centering on topics that would resonate with the target audience. Additionally, I gathered references for the broadcast framework and collaborated with the graphic design team to create visually appealing elements that would enhance the live stream.

3. Audience Engagement

To encourage audience participation, I created interactive questions using Ahaslide, aiming to foster a lively dialogue during the live event. I also designed product displays that highlighted the featured items in an appealing manner, enhancing their visibility and attractiveness.

4. Follow-Up Workshop Coordination

After the live event, I assisted in organizing a follow-up workshop focused on terrarium-making. My responsibilities included coordinating with the workshop venue and the brand ambassador's manager to ensure effective communication and collaboration.

5.Content Creation and Public Relations

I developed various artworks related to the workshop activities and captured photographs of the event atmosphere. These images were utilized for public relations purposes, along with short video edits showcasing the highlights of both the live event and the workshop, promoting future activities effectively.

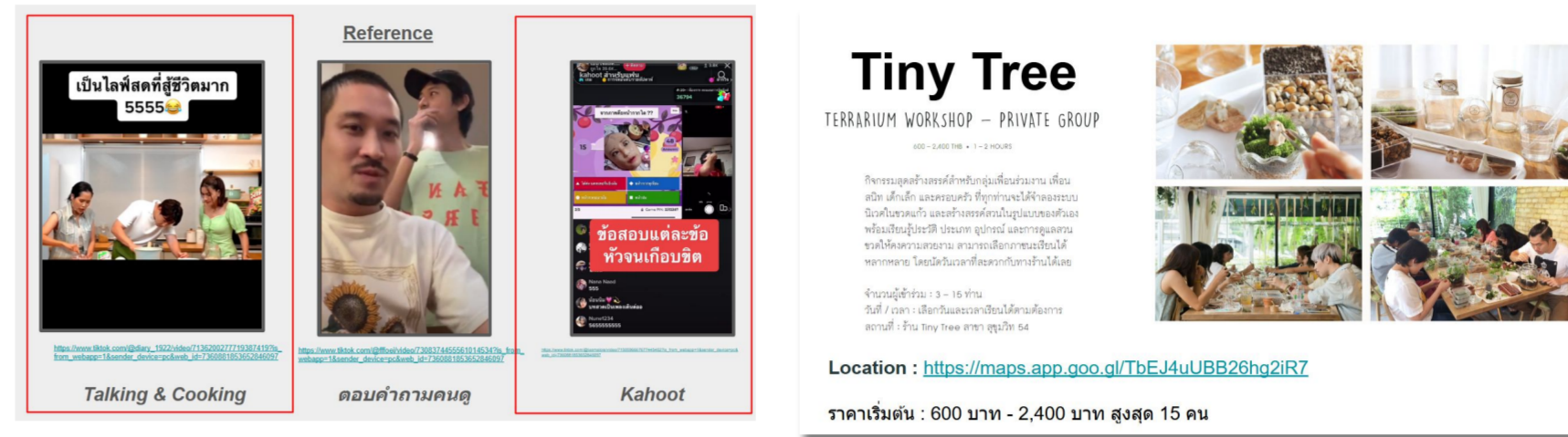


Figure 3: do Reference of live and workshop on slide



Figure 4: Taking a photo for PR

TIME	Operation	Script	BEC Script	TIME	Operation	Script	BEC Script
20:20 - 20:30	• รวบรวมงานเปิดตัวในคอนเสิร์ตกับลูกค้า • รวบรวมงานเปิดตัวในคอนเสิร์ตกับลูกค้า • รวบรวมงานเปิดตัวในคอนเสิร์ตกับลูกค้า			20:30 - 20:40	• รวบรวมงานเปิดตัวในคอนเสิร์ตกับลูกค้า • รวบรวมงานเปิดตัวในคอนเสิร์ตกับลูกค้า • รวบรวมงานเปิดตัวในคอนเสิร์ตกับลูกค้า		
20:40 - 20:50	• รวบรวมงานเปิดตัวในคอนเสิร์ตกับลูกค้า • รวบรวมงานเปิดตัวในคอนเสิร์ตกับลูกค้า • รวบรวมงานเปิดตัวในคอนเสิร์ตกับลูกค้า			20:50 - 21:00	• รวบรวมงานเปิดตัวในคอนเสิร์ตกับลูกค้า • รวบรวมงานเปิดตัวในคอนเสิร์ตกับลูกค้า • รวบรวมงานเปิดตัวในคอนเสิร์ตกับลูกค้า		

Figure 5: script breakdown



Figure 6: set up at studio

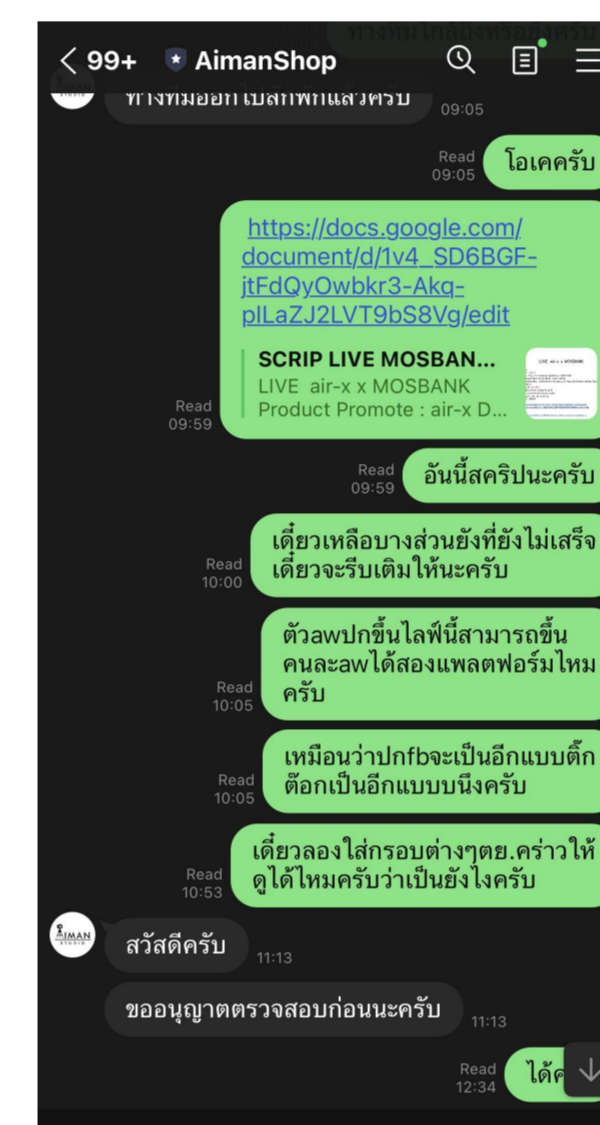


Figure 7: coordinate



Figure 8: brief graphic

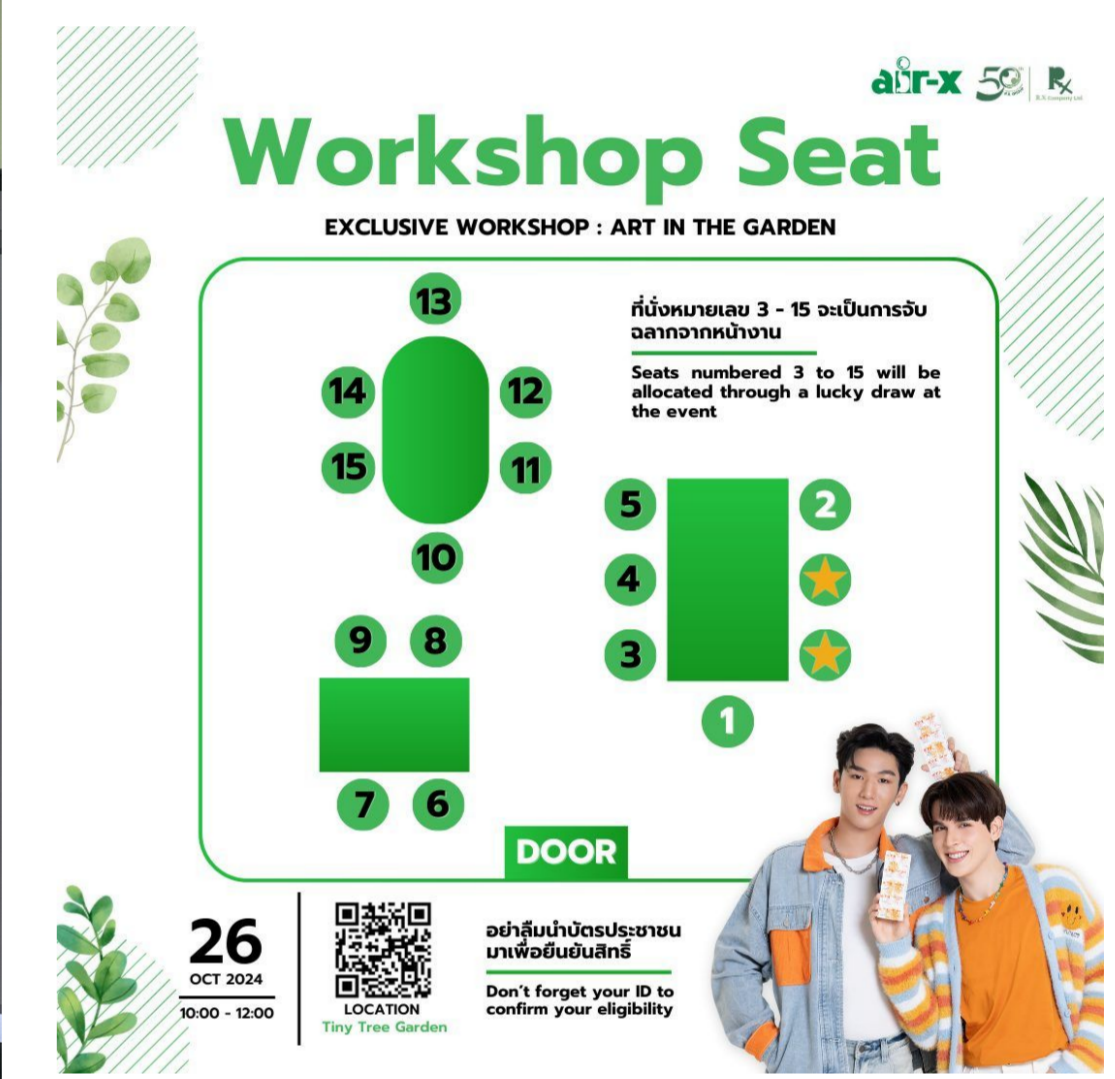


Figure 9: artwork

Results

The live event and terrarium workshop generated enthusiastic responses from fans, driving increased brand engagement and encouraging purchases. The live session ran seamlessly, with fans and viewers expressing excitement, while the workshop itself received high participation and positive feedback. Together, these activities strengthened audience connection with the brand, boosted sales, and cultivated greater brand loyalty and interest in future events.



Figure 10: result

Acknowledgements

I would like to express my sincere gratitude to R.X. Company Limited and all the mentors who have continuously supported me and provided invaluable guidance, not only in research methodologies but also in various aspects of life. I would not have come this far, and this thesis would not have been completed without the unwavering support I have received from everyone.

In addition, I would like to thank the Information Technology and Digital Innovation faculty, including Mr. Akkarat Boonyapalanant, Asst. Prof. Dr. Nathaporn Utakrit, Mr. Tongpool Heeptaisong, and others, for their suggestions and assistance throughout this process.

Lastly, I wish to express my heartfelt gratitude to my family and friends for their continuous support and guidance throughout this journey.

Conclusion

In organizing both the live session and terrarium workshop as an intern, I gained valuable experience in event coordination and strengthened essential skills for a successful career in marketing. Managing these events required hands-on work in communication, organization, and creative content production. Through this experience, I enhanced my abilities in scriptwriting, team coordination, and visual content creation, as well as in handling live and interactive elements to keep audiences engaged. These skills, developed while coordinating across teams and interacting with the brand ambassadors' management, have prepared me to execute future events confidently and effectively.



Figure 1: live with presenters AW



Figure 2: Workshop AW

References

- Create a game for live
<https://ahaslides.com/th/>
- Pre-Production and Script Writing
<https://op.mahidol.ac.th/ea/wp-content/uploads/2020/03/Script-Writing.pdf>
- Basic guide how to take a perfect photo
<https://www.spaceship.in.th/knowledge-base/2>
- How to make live more interesting ?
<https://truevirtualworld.com/th/article/9-tips-for-go-live>