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Head of Events

Senior Marketing Manager



How can creativity change the trajectory of events marketing?

The best ads you've ever
seen....

are always memorable.





Who will you walk for?

Chelmsford
Hylands Park
9 October 2022



Alzheimer's Society United Against Dementia

FR Registered with FUNDRAISING REGULATOR

Sign up today
memorywalk.org.uk



Alzheimer's Society United Against Dementia **Memory walk**

Who will you walk for?

#MemoryWalk



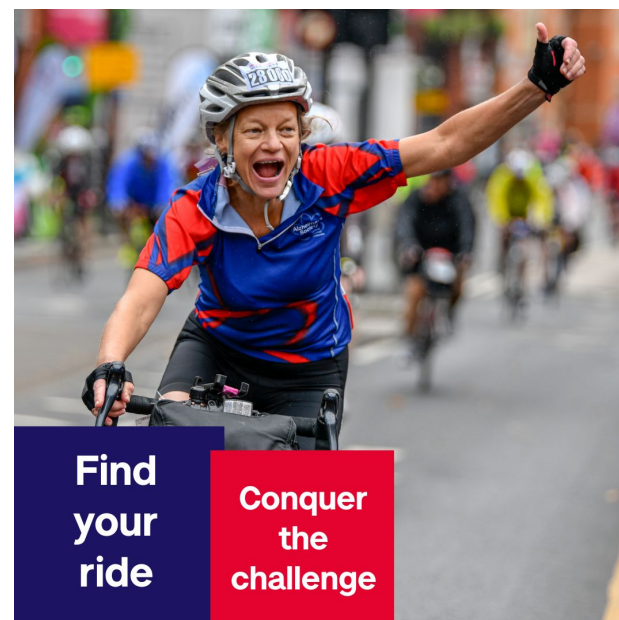
Alzheimer's Society **Memory walk**

FR Registered with FUNDRAISING REGULATOR



Take on an epic trek

Alzheimer's Society **Trek26**



Find your ride

Conquer the challenge



Alzheimer's Society **Step up** for dementia



Making every step matter.

 Alzheimer's Society



Aching arms, full of pride.

 Alzheimer's Society



It's not just a walk, it's a feeling.

 Alzheimer's Society **MemoryWalk**




Mud on your legs. Hope in your heart.

 Alzheimer's Society **Organise your own**



Aching legs never felt so good.

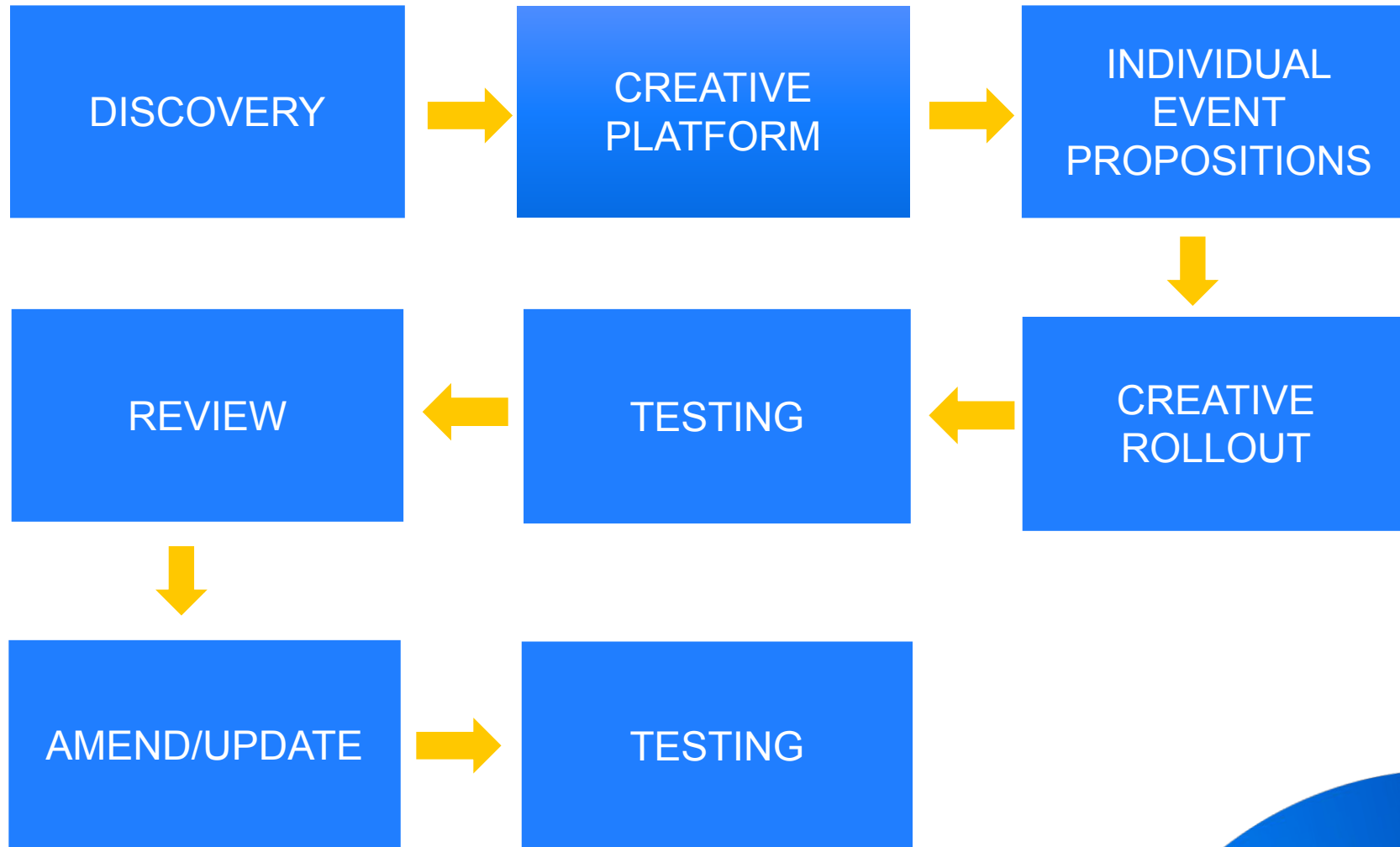
 Alzheimer's Society **Trek26**

Save 20% with code NEWYEAR



A giant leap you'll always remember.

 Alzheimer's Society



Results

- YoY participant and income growth in near all event disciplines.
- Efficiencies in delivering creatives.
- Improved CTRs.
- Stand out in research compared to competitors.

What's next?

- Updated photography and videography brief
- Feel it all event day experience
- Memory Walk testing
- Stewardship rollout
- Toolkit update

Questions



Thank you

