



**UK Back from MAX EMEA**

# UK - Back from MAX Event & Live Streaming Overview

## Event hosted with It's Nice That

Aspecial 'Back from Adobe MAX' event hosted by Adobe.



## Branded Adobe Event

Showcasing the brand throughout the space, in key visuals, on screen and key announcement profiled onstage.



## Live streaming

The event will fully live streamed for the online audience. During the break, exclusive live content will be streamed – tutorials around Coca-Cola and Stock perspective contents.

## 4 x Inspirational Speakers

Including:

- 1 x Adobe Max keynote speaker
- 1 x 'big name' in the industry
- 2 x exciting creatives

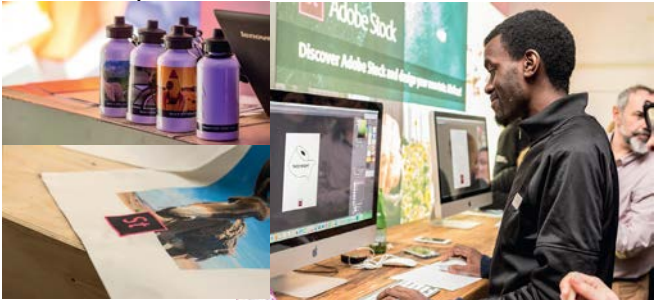


## Networking Drinks

Time before, after and during breaks for guests to mingle and network over a drink.

## Adobe Stock Activation






Space to showcase an interactive Adobe



# UK - Back from MAX Event & Live Streaming agenda

Tuesday 14<sup>th</sup> November

Oval Space, Hackney, London

- 18:00 Guest arrival
- 18:30 Welcome by Adobe  **LIVE STREAMING**
- 18:45 Keynote by Rufus Deuchler  **LIVE STREAMING**
- 19:15 2x inspirational speakers  **LIVE STREAMING**
- 19:45 Drinks and Stock activation + exclusive online content  **LIVE STREAMING**
- 20:15 1x headline speaker  **LIVE STREAMING**
- 20:45 Close
- 22:00 Carriages

You Tube

• LIVE



# UK - Back from MAX Events & Live Streaming Speakers



Rufus Deuchler, Adobe  
Creative Cloud evangelist

MAX keynote



Kate Moross  
Illustrator and art director

Known for work with  
Cadburys, Topshop and  
Vogue.



Kelly Anna  
Print designer

Kelly Anna's designs  
have been worn by  
the likes of Beyonce  
and Cara Delevingne



Nick Knight  
Photographer

Hugely influential name  
in the industry, famous  
for his work in the  
fashion and music  
worlds.

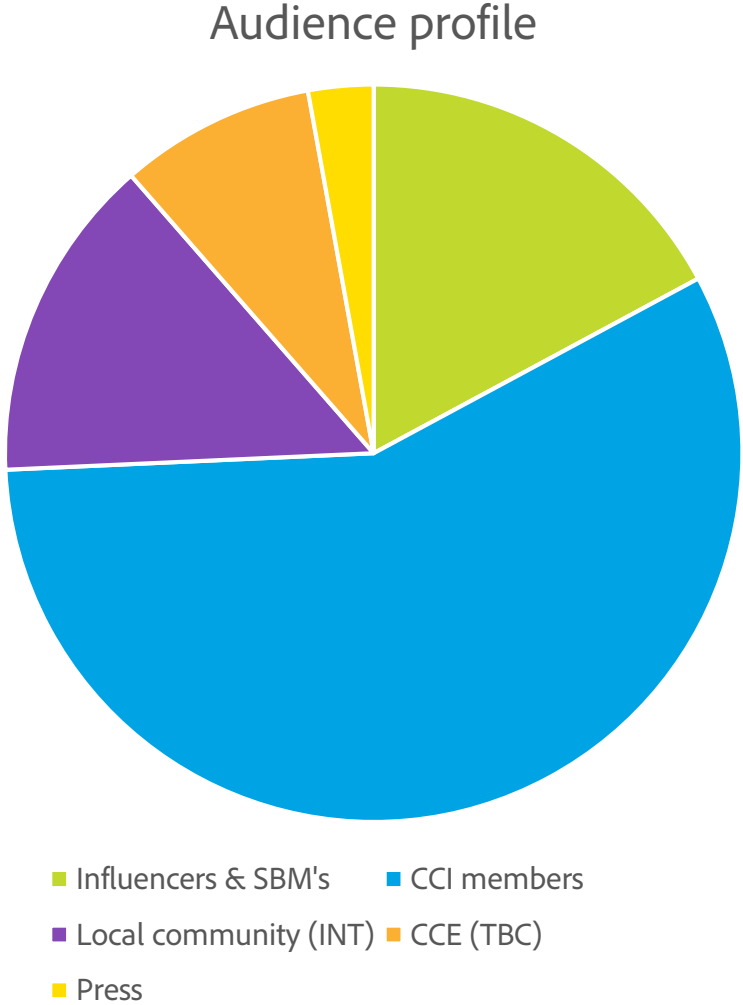
# UK - Back from MAX Event & Live Streaming activation

Stock activation (WIP)



# UK - Back from MAX Events & Live Streaming Audience Profile

- In Person
  - Influencers (Comms and Marketing)
  - Local community members (It's Nice That give-away)
  - CCI paid members
  - CCE – Creative profiles (creative directors, agencies)
  - Selected STE community members, such as student brand managers
- Online
  - All CCI, CCPp, Stock, STE paid members
  - QFM/UQFM members and Prospects
  - Halo effect on non-members via third party comms amplification and PR



# Estimated views: 20,000

## Past viewer numbers

- UK Back from MAX MeetUp 2016: **2,136**
- Germany Back from MAX MeetUp 2016: **1,511**
- Online photography event: **4,100**
- OFFF Festival live streaming: **35,800** (over 3 days)
- Awwwards live streaming: **16,000** (over 1 day)
- Adobe Live: average **16,000**
- MAX keynotes 2016: **20,000** (global)
- EMEA Masterclasses in 2016: average **5,000**

## Additional support

- Pan-EMEA promotion through RM and paid media (exc. France & Germany)
- SMB promotion to partners
- Top-tier speaker
- Streaming on YouTube Live and Facebook Live
- Paid YouTube promotion

## Considerations

- Adobe Live sessions and OFFF were over 3 days
- MAX keynotes numbers are global



# Appendix

#AdobeRemix  
Lauro Samblas



# It's Nice That audience reach



55% Male / 45%  
85% aged 18-35



1,350,000+  
Cross-platform User



450,000+  
Monthly Website Users



1,600,000+  
Monthly Page Views



800,000+  
Monthly Visits



210,000+  
Twitter Followers



230,000+  
Facebook Fans



445,000+  
Instagram Followers



30,000+  
Newsletter Subscribers



36%  
United Kingdom



25%  
Europe



21%  
United States