



UK Back from MAX EMEA

UK - Back from MAX Event & Live Streaming Overview

Event hosted with It's Nice That

Special '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 stream 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 14th 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

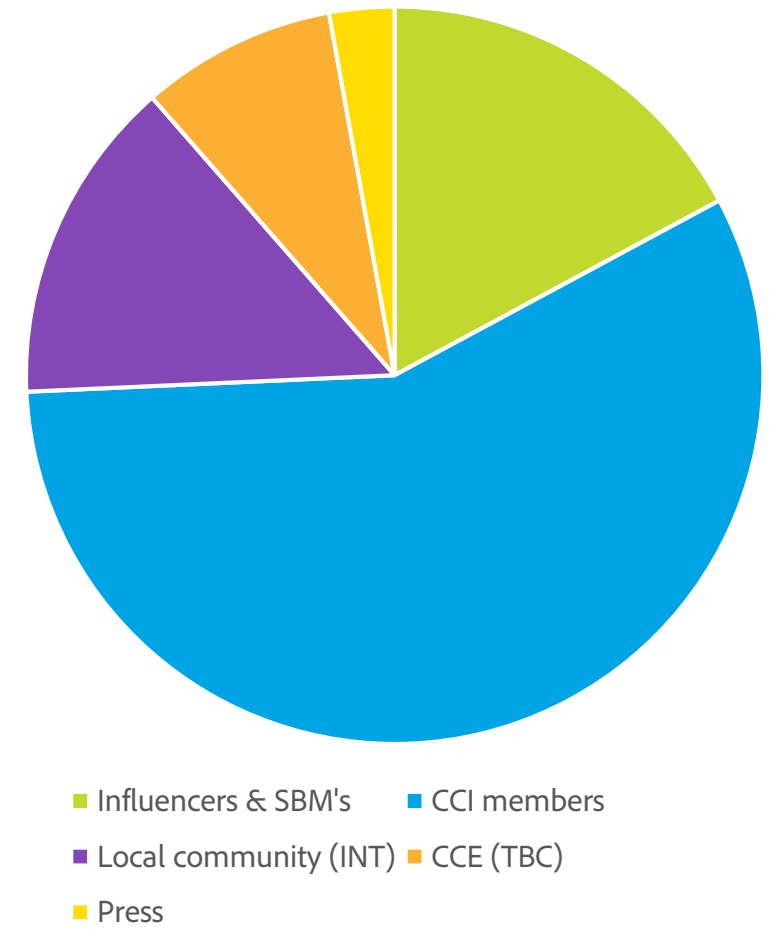
Stock activation (WIP)



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

Audience profile



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



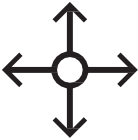
Appendix

#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