

# 15 Tips to Build a Memorable Brand at an Atlassian Team Event



## Create a Strong First Impression

- Maintain consistent brand visuals across materials and platforms
- Humanize the brand with candid, engaging posts
- Send pre-event booth invites via email and LinkedIn
- Feature an attention-grabbing booth design

## Align Between Booth & Branding

- Ensure the booth reflects your brand identity
- Collect attendee contacts with a guestbook or QR codes
- Hand out unique branded merchandise
- Gamify booth activities to draw crowds
- Showcase success stories

## Follow Up Like a Pro!

- Send personalized thank-you emails
- Share testimonials and post-event Initiatives
- Post photos of booth interactions
- Create a video recap
- Gather attendee feedback via surveys
- Share event success metrics