

Daisy Conference

Creative content process

xsem



A dedicated Daisy creative team



Liana Lax

Marketing Director

The mastermind behind the success of our marketing and event projects. Liana has a unique talent for taking your vision and making it happen. With a keen eye for intricate details and an unwavering passion, you'll love working with her. Liana will ensure that your project exceeds your wildest expectations!



Nicola Symons

Head Of Creative

Nikki is responsible for the creative direction and execution of our marketing and event projects. She's been in the game for over 15 years and has a wealth of experience in communications, brand development, film and motion graphics. Nikki has a knack for captivating audiences and creating unforgettable experiences.



Haydn Thompson

Senior Designer

Haydn is passionate about creating brand identities and designing campaigns that perfectly capture the essence of a project. He's worked across several industries and his experience is truly invaluable. He's always on the lookout for new and innovative ways to bring his designs to life, and he's particularly interested in motion and digital development.



Aimee Routledge

Motion Designer

One of our creative superstars, Aimee is responsible for producing hundreds of videos, animations and motion graphics. With her keen eye for detail and her passion for delivering exceptional results, she ensures that every project is executed to perfection.



Sophie Burn

Content & Comms Executive

Sophie leads a range of marketing projects, including content creation, website design, email campaigns, and data analysis. With a degree in Journalism, Media, and Culture, her precision and literacy skills are exceptional. She has an incredible ability to craft compelling content that engages and resonates with the audience.



Darren Best

Senior Studio Artworker

With 22 years of experience in graphic design and web development, Darren brings a wealth of expertise to our team. In his role as Senior Studio Artworker, he seamlessly works across various platforms, both online and in print to craft brand creations.



Abigail Martin

3D and Motion Designer

Meet Abigail, our incredible 3D Graphic Designer. With a keen eye for detail and a passion for creativity, Abigail crafts immersive virtual environments tailored for targeted audiences. Abigail has an extensive background in Graphic Design, Animation and 3D modelling, enabling her to blend artistry with technology.

Our creative approach

We specialise in enhancing delegate experiences by crafting impactful conference messaging and strong visual identities that create unforgettable events.

The Daisy Conference offers a powerful platform to bring essential themes—such as togetherness, winning, belief, and motivation—to life. These messages will be seamlessly integrated into a bold, contemporary conference brand centered on the idea of “be better every day.”

With our broad range of creative services, we aim to elevate your event's creativity, ensuring delegates not only absorb the content but also leave feeling united and empowered as “one” team.

Creative and impactful events have the power to spark change and inspire a shared vision. Our approach ensures the delegate remains at the heart of the strategy.

The following slides outline our process and how we can bring this event to life in actionable ways.

Our creative process



Client inception meeting:
Objectives,
vision, audience



Gather collateral:
Brand guidelines &
client media assets



Programme scoping and draft creative plan



Conceptualisation, theming, key messages



Initial application



Event



Sign off



Review



Treatment development

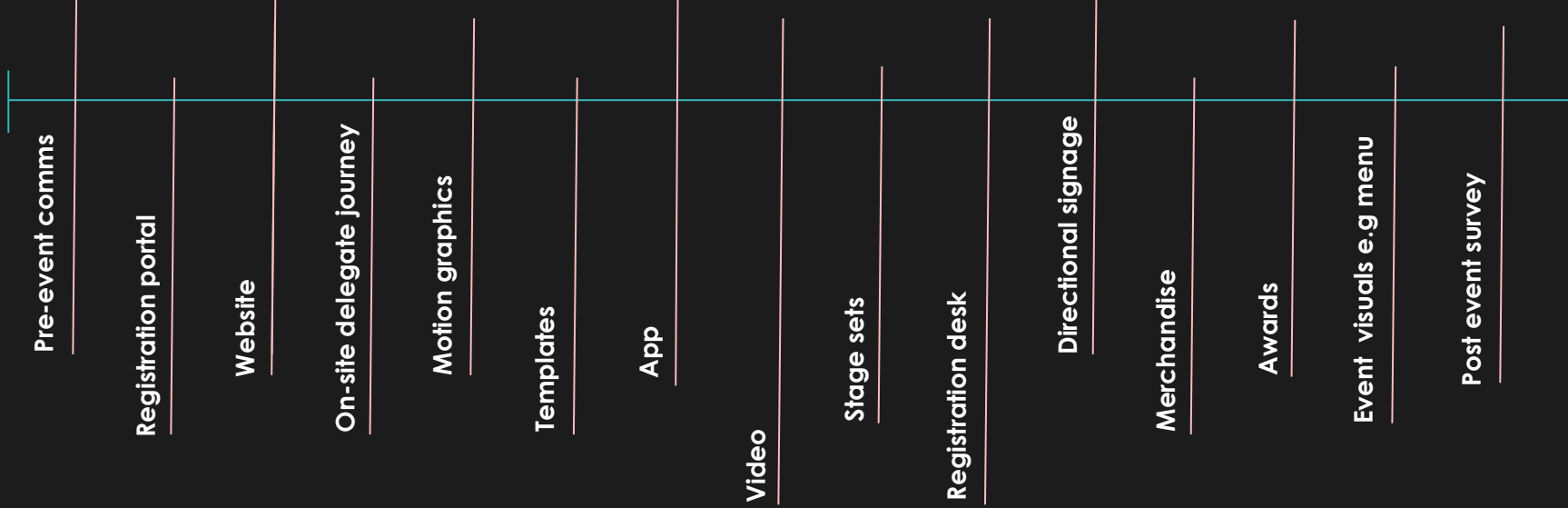


Amplification opportunities



Collaborative review meeting

Application opportunities



Daisy Conference elevation opportunities

We propose the following creative elements to help to communicate the positive and exciting messages being shared at the Daisy Conference.

- Creation of a brand identity - conference brand, theme, TOV, creative application
- Pre-event comms - production of digital visuals for email pre comms
- Elevating stage set creative
- Production of motion graphics – estimated but TBC following brief
- PowerPoint template for main stage sessions
- Creation of video to support conference introduction/welcome message
- Elevating directional signage
- Branding on any “giveaways”/merch
- Shaping the format of the day
- Assistance designing breakout sessions – estimated but TBC following brief

Thank you

for reading

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