

Gift Masters



Replay



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The ultimate event marketing playbook for unforgettable swag and gifting

In 2025, events are a cornerstone of GTM success, enhancing brand awareness, lead generation, and customer engagement. Yet, the real challenge lies in standing out amidst a sea of generic swag.

With 80% of attendees remembering brands that deliver unique, thoughtful giveaways, we spoke with event experts Steph Pennell, Event Leader at Event Critic, Allan Stormon, VP of Marketing at Ceros, and Ashley Topping, Head of Marketing at Exclaimer, to explore how creative gifting can make your brand unforgettable. This playbook offers actionable tips to transform your event strategy with gifting and swag that deliver real results.

Ready to elevate your event strategy? Let's dive in! Or catch up with our latest Gift Masters episode by clicking the button below.

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What's inside:



Tips for running effective event gifting campaigns:

5 proven strategies to make your event swag unforgettable.



6 event gifting plays to inspire you: Detailed gifting campaigns to drive engagement and enhance brand recall.



5 gifting tips to help you create unforgettable event experiences

Event swag and gifting isn't just about free giveaways—it's a strategic tool to achieve your event's goals. Here's how to run gifting campaigns that deliver results:



1. Set your strategy & plan

A well-thought-out strategy ensures your event gifting leaves a lasting impression.

- ✓ **Align gifting with event goals:** Tailor gifts to your event's objectives, such as brand awareness or lead generation.
- ✓ **Plan ahead:** Ensure your swag and gifts are prepared well in advance to avoid last-minute stress.
- ✓ **Implement a tiered gifting approach:** Reserve premium gifts for high-value attendees, with thoughtful options for general participants.



2. Personalization matters

Making gifts personal enhances their impact and memorability.

- ✓ **Know your audience:** Use attendee data to select gifts that resonate with their interests and preferences.
- ✓ **Add a personal touch:** Include personalized notes or customization options to make recipients feel valued.



3. Consider gifting at all stages of the event

Ensure your gifting strategy covers the entire event lifecycle to maximize impact:

- ✓ **Build anticipation pre-event:** Excite attendees with personalized gifts ahead of time, like hotel drops or Uber e-vouchers to ease their logistics. Add a compelling CTA and provide intriguing details to boost interest in your booth or event.
- ✓ **Capture demand with gamified experiences:** Draw attention with booth games like quizzes or spin-the-wheel, offering instant rewards to keep attendees engaged and create memorable interactions.
- ✓ **Continue the conversation with digital content:** Link gifts to QR codes or virtual swag bags to extend engagement and keep the dialogue alive post-event.
- ✓ **Follow up for lasting impact:** Reinforce connections with personalized thank-you notes and small incentives for post-event surveys, ensuring ongoing engagement and valuable feedback.



4. Create swag worth talking about

Make your swag unforgettable by selecting unique, practical, and sustainable items that align with your brand values.

- ✓ **Offer unique, practical items:** Choose items attendees will use and remember, like high-quality, weather-appropriate gear or custom games that attendees can enjoy long after the event.
- ✓ **Stay sustainable:** Opt for eco-friendly materials and reusable items to reflect your brand's commitment to the environment.
- ✓ **Enhance shareability:** Design your swag with eye-catching branding, compelling messaging, and clear CTAs that encourage attendees to share their experience on social media, amplifying your event's reach.



5. Measure your success

Track the effectiveness of your gifting strategy to refine future efforts.

- ✓ **Monitor engagement:** Use tracking tools like [Reachdesk](#), and social media to see how attendees interact with your gifts.
- ✓ **Feedback loop:** Collect feedback from attendees to understand the impact of your swag.



6 strategic gifting plays that level up event engagement and brand recall

Now, let's turn these tips into action! Here are 6 powerful event swag and gifting strategies to boost engagement, strengthen relationships, and help you hit your goals.

1. Build trust with engaging pre-event teasers

Objective: Build anticipation and drive attendance..

How to run it:

- ✔ **Review the attendee list:** Understand who's attending to personalize your teaser campaign and gifts. Decide whether to target everyone or focus on key accounts for a more tailored approach.
- ✔ **Craft a teaser campaign:** Send teaser gifts to build excitement, like a sleek, branded puzzle box with a note: "Unlock what's coming—get ready for something big!"
- ✔ **Run a hotel-drop campaign:** Send personalized gifts or location-specific items to attendees' hotels before the event to create excitement and make them feel valued. Not sure where they'll stay? Consider sending an Uber e-voucher to help them get to the venue.
- ✔ **Engage early:** Spark curiosity and encourage engagement with a clear CTA to make it easy for them to connect with you at or before the event.
- ✔ **Monitor RSVPs:** Use your CRM and gift redemption tools, like [Reachdesk](#), to track attendee engagement and refine your strategy in real-time.

2. Strengthen relationships with an exclusive VIP experience

Objective: Reward top-tier attendees with exclusive gifts.

How to run it:

- ✔ **Identify VIPs:** Use your CRM to target high-value attendees.
- ✔ **Send exclusive invites with premium gifts:** Choose luxury items, like a branded, limited-edition watch, to make your invitation irresistible.
- ✔ **Create unforgettable moments:** Host VIP-only events alongside the main event, like a private dinner, spa day, or industry leader talk, for a truly memorable experience.

3. Boost booth engagement with gamified experiences

Objective: Increase booth traffic and engagement.

How to run it:

- ✔ **Design your booth:** Create a visually appealing booth with various swag options for attendees to choose from.
- ✔ **Incorporate interactivity:** Gamify your booth with spinning wheels or digital screens. Take it up a notch with trend-inspired experiences, like a “Marketing Eras” game, inspired by Taylor Swift’s tour, where attendees unlock prizes by reliving iconic marketing moments.
- ✔ **Encourage social sharing:** Use branded hashtags on booth designs to encourage attendees to share their experiences on social media, boosting visibility.
- ✔ **Collect data:** Use the station to gather attendee information for follow-up after the event.

4. Connect with sustainability-conscious attendees

Objective: Align with eco-conscious values and attendees.

How to run it:

- ✔ **Choose sustainable swag:** Opt for items made from recycled materials or that promote sustainability.
- ✔ **Highlight your commitment:** Include messaging about your brand’s sustainability efforts to reinforce the positive impact.
- ✔ **Encourage reuse:** Choose eye-catching reusable tote bags (e.g., Ceros’ viral tote) or location-based swag (e.g., Exclaimer’s summer fans), using clever messaging and design to boost brand recall and reduce waste.

5. Keep the conversation going with a post-event thank you campaign

Objective: Maintain engagement and show appreciation after the event.

How to run it:

- ✔ **Send thank-you gifts:** Personalize your follow-up with gifts like custom-engraved pens or premium notebooks, paired with a handwritten note.
- ✔ **Share additional resources:** Provide access to event recordings, presentations, and exclusive content, plus a direct calendar link with a CTA to make follow-up easy.
- ✔ **Encourage feedback:** Offer an incentive, like an e-voucher, for attendees who complete post-event surveys to gather insights for future improvements.

6. Extend your event's impact with a digital content swag bag

Objective: Amplify the event's value and extend engagement beyond the event.

How to run it:


- ✔ **Create a virtual swag bag:** Curate a collection of digital resources, offers, and exclusive content for attendees to access post-event.
- ✔ **Promote access:** Share the swag bag via email or event platforms to ensure easy access for attendees.
- ✔ **Track engagement:** Use analytics tools to monitor interactions with the digital content, and follow up with personalized messaging based on their engagement.

Drive results and event engagement with impactful swag

By using thoughtful swag, gifting, and interactive experiences, you'll enhance booth traffic, strengthen relationships, and elevate brand visibility. Ready to make your next event unforgettable?

Catch up on expert strategies by watching the latest [Gift Masters episode here](#) or book a [demo with Reachdesk](#) to see how gifting can enhance your field event marketing goals.

Want to dive deeper? Check out our resources:

 **Ebook:** [The event marketing gifting playbook](#)

 **Blog:** [Revive your event marketing: Top strategies for 2025](#)

 **Gifting Guide:** [Kickstart 2025 with our Q1 Gifting](#)

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