# SAP Events Training
Workshop

2012

SAP
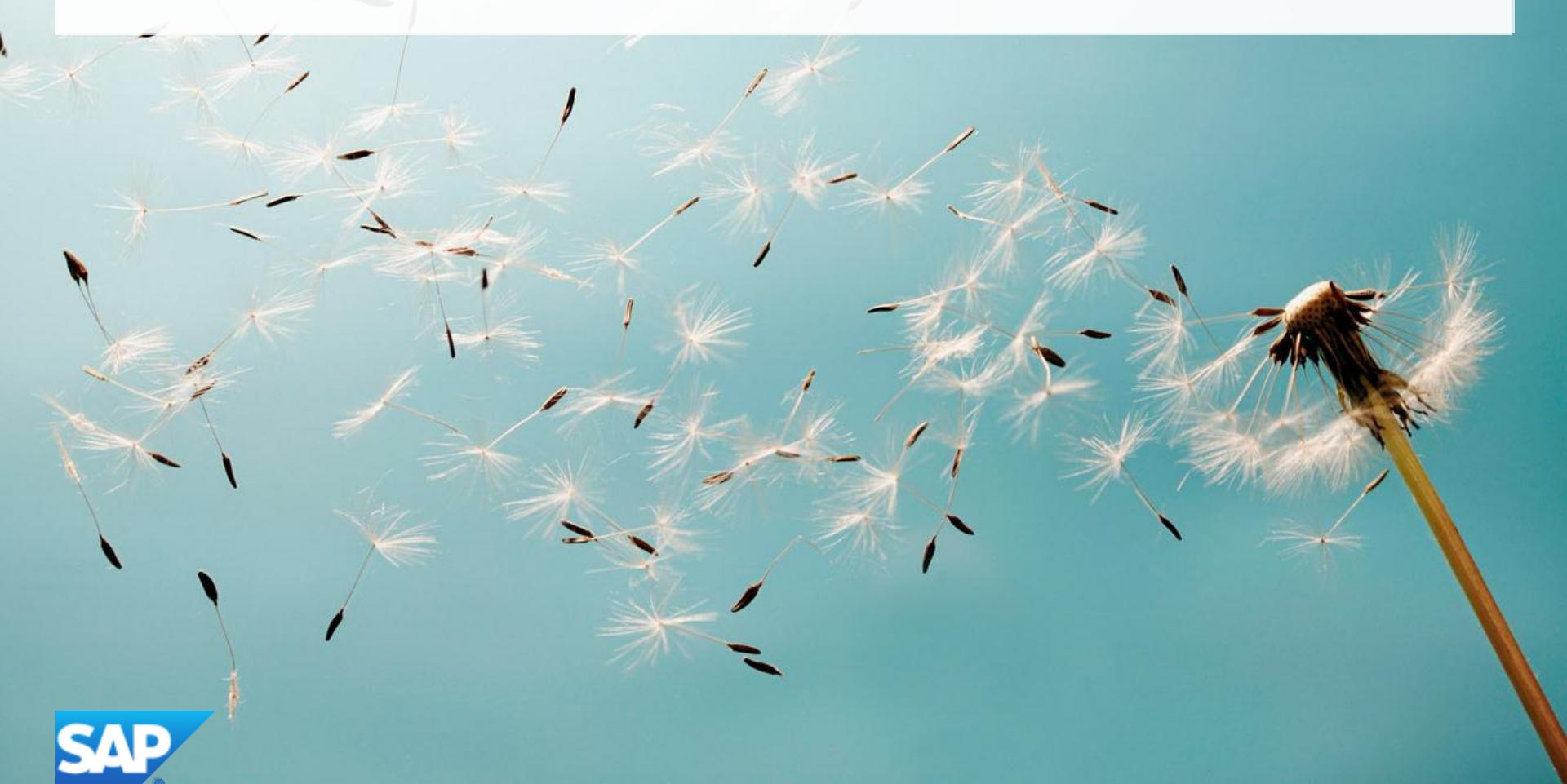
We are an event-driven company

At SAP, we have an opportunity to interact with our customers face to face, at events around the world.

In today's session we will review the SAP event guidelines together

From registration to exit, we will learn how to:

- Design amazing events

- Put to practice the skills we need to bring those events to life

Today's agenda

At the end of this session, you will be able to answer:

1. **WHAT** are the guiding principles for creating an amazing event experience?

2. **WHAT** are the components of our voice and visual system?

3. **HOW** do components come together to create an amazing event experience?

4. **WHERE** do I find tools & support?

1. What makes an SAP event amazing?

Three tenets for amazing events

1. We adopt a **customer-centric approach** and anchor ourselves in the SAP brand to create an immersive experience.

2. We follow the **guiding principles** to create a unique event.

3. We deliver and name different **types of events** in a logical and consistent way, always putting the customer first.

Using the SAP brand

Events are different from on-line and print media

An event should be a dynamic and engaging experience.
To achieve this we should:

- **Consider all three dimensions** (height, width, depth), distance and scale and how these factors help create a truly immersive experience.

- **Consider how all the different objects work,** not just individually, but holistically and from different angles and points of view.

- **Consider the customer's journey through the space**: How does the customer move through and interact with key touchpoints, spaces and other people?

Let's see how perspectives change as the customer moves through the event space
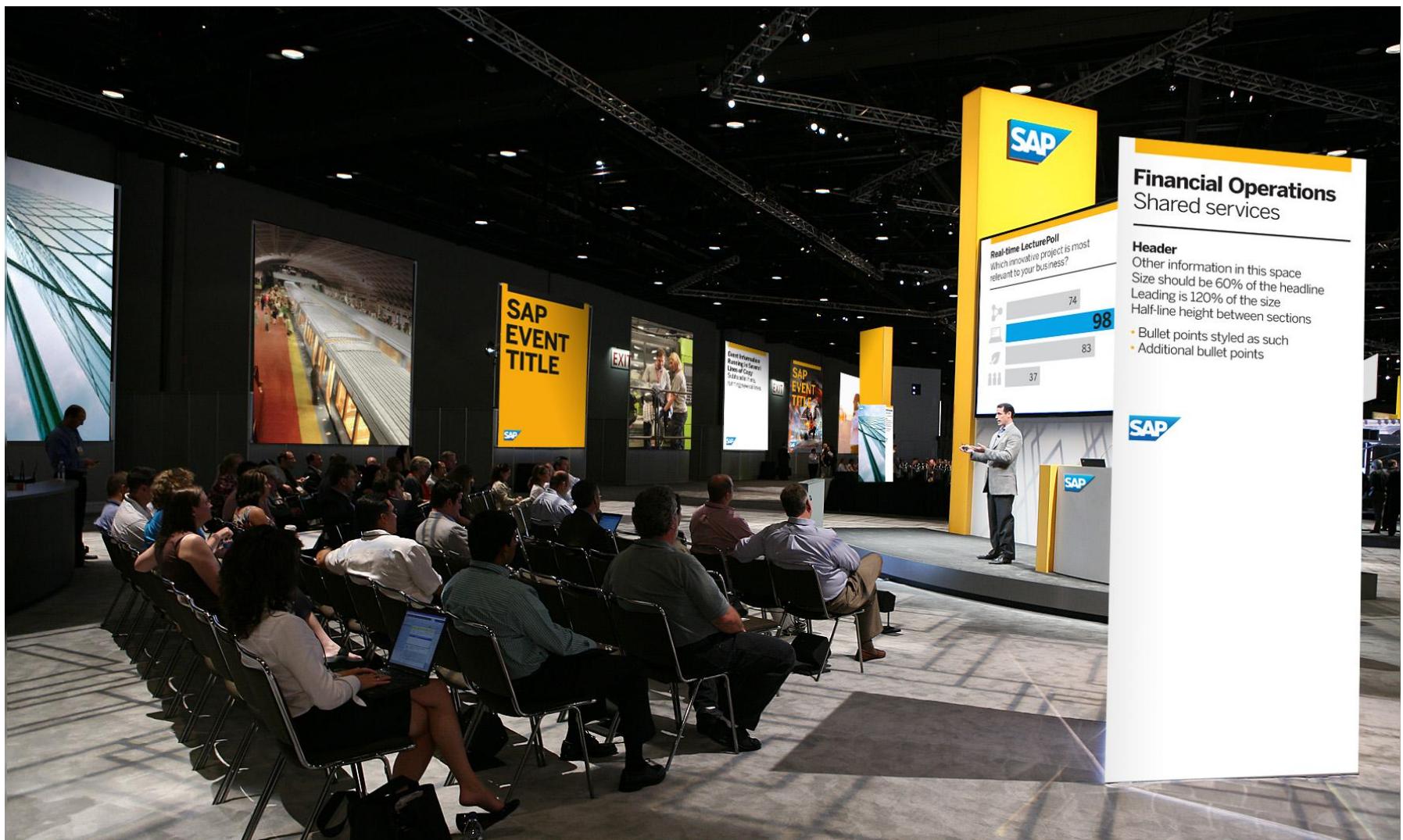
From a distance, the customer will see the SAP monolith
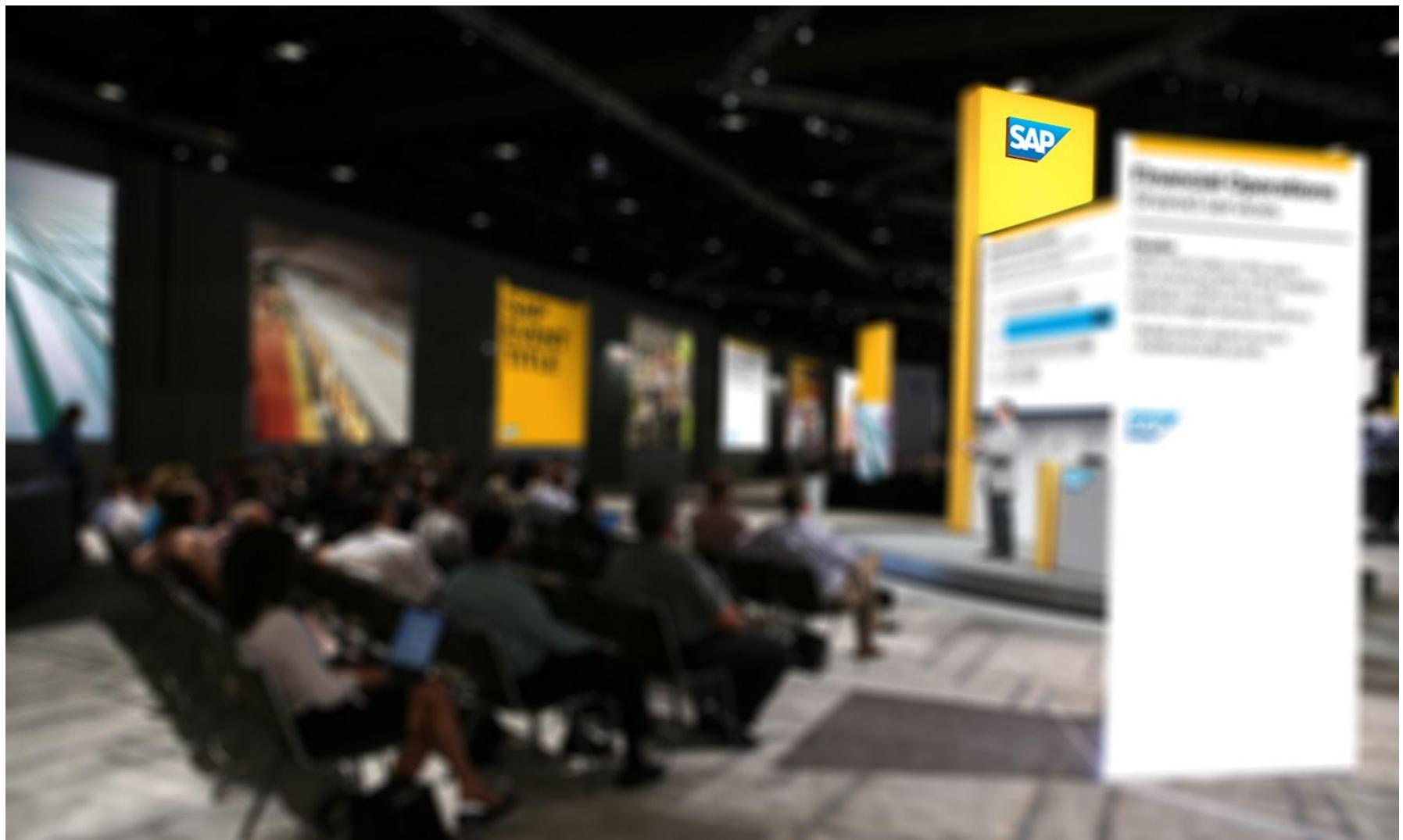
As they move closer, they will see more information about the event

Once seated, the customer will see the speaker's stage and podium
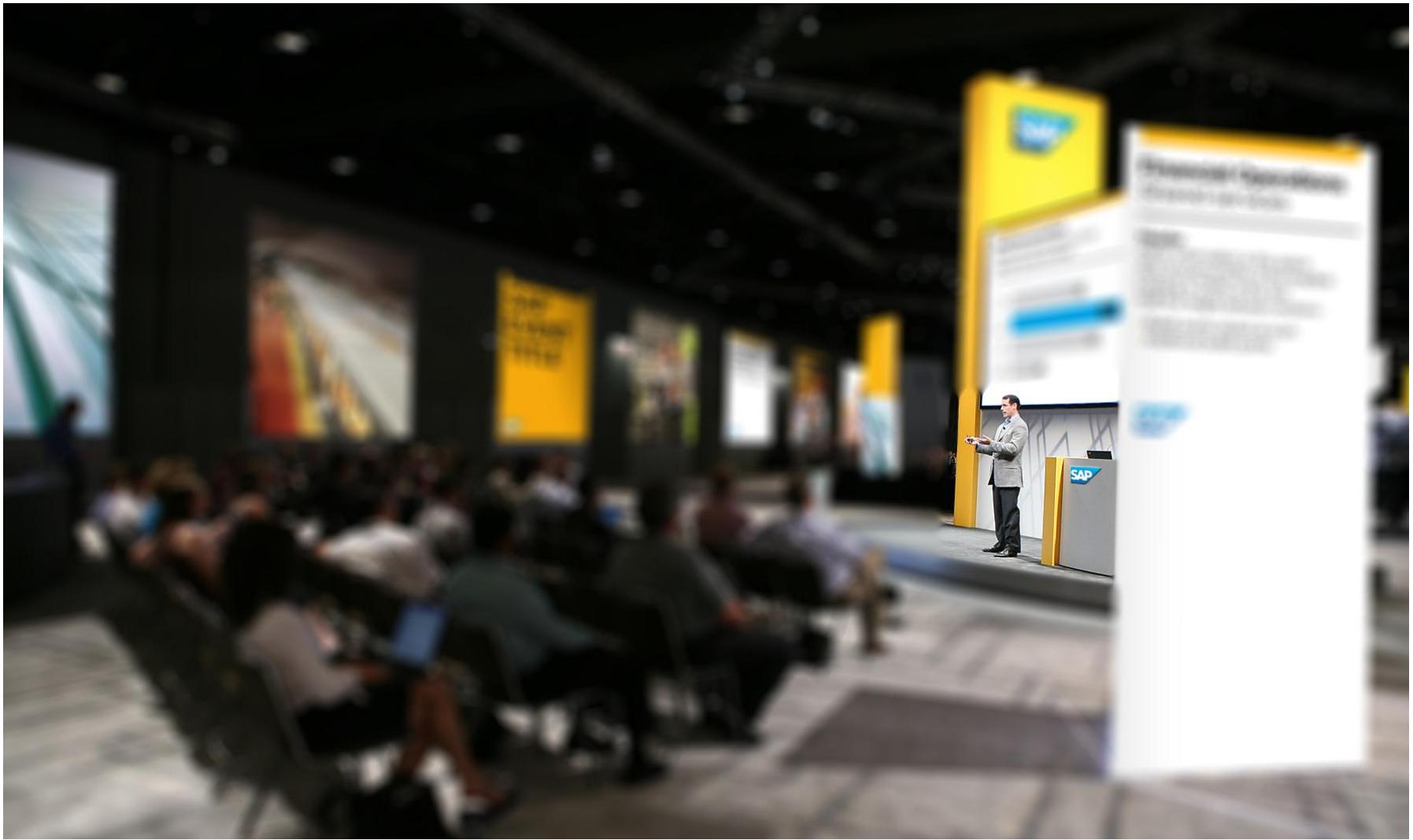
Events deliver on our vision, mission and promise

Every interaction we have with our customers should strengthen the SAP brand. Events provide the opportunity to demonstrate how we bring our brand promise to life.

Vision
Make the world run better

Mission
Make every customer a best-run business

Promise
SAP helps organizations become best-run businesses

Using the guiding principles

SAP events are...

Easy

- From naming and signage to banner and space design, we want to make sure that our customers can participate in our events without confusion. So we choose descriptive names and use legible text that is well-positioned for effortless navigation.

Consistent

- We use the SAP Event Guidelines to create consistently branded elements.

- The more consistently we use our brand, the more we strengthen it. So it's important to make sure we are applying the newest branded elements. Make sure all your elements comply with the Event Guidelines, available on Brand Tools. That way, every event will help build visibility and recognition in the marketplace.

SAP events are...

Engaging

- We make bold, visual choices.

- All photography should follow the new SAP guidelines for full-color, dynamic and insightful images. Please avoid static or uninteresting visuals—riveting pictures contribute greatly to our customers' overall experience.

SAP events are...

Dynamic

- We utilize media in smart, compelling ways.

- Integrate physical, printed and screen-based media in a visually compelling way throughout the entire event space. Keep the overall effect in mind—we don't want any single media element to overwhelm the others.

SAP events are...

Immersive

- We build a complete SAP environment.

- We use cohesive, custom-designed branding to maximize the impact in each individual space. Rather than focusing on single elements, we consider the overall effect, making our brand message even more compelling.

SAP events are...

Rewarding

- We put our customers first. We want everyone who experiences an SAP event to walk away feeling that they will be able to count on us to provide solutions and services that will help them run better.

- It's crucial that we share information and insights that are relevant to every attendee. So, consider your audience and customize each event to address their needs.

- And don't overlook the details! A smaller event or lower budget should not mean sacrificing quality and attention to detail. Our customers expect high quality from SAP at every touchpoint.

Use these Guiding Principles to guide all events

Easy
Intuitive and simple
to navigate

Consistent
Looks and feels like one
dynamic brand

Engaging
Thought provoking and
interesting visuals

Dynamic
Integrate multimedia
thoughtfully

Immersive
Build a complete SAP-
branded environment

Rewarding
Enjoyable and beneficial

Exercise

# Let's use these principles to describe an effective SAP event

Exercise
Why is this environment effective?

Exercise
Why is this event effective?

Easy: Simple to navigate

Immersive: Completely branded environment

Consistent: Feels like one brand throughout

Dynamic: Integrates media thoughtfully

Engaging: Thought-provoking visuals

Understanding the different types of events

Our events fall into three broad categories

1. Global/corporate events

2. Local/Country/Regional Events

3. Small Scale Local Events

SAP HANA Roundtable   SAP NetWeaver Infotag

Local/Country/Regional events are either Forums or Summits

Forums are audience agnostic events centered around a content area

Broad content, audience agnostic	Naming convention
SAP Run Better Forum Paris SAP Innovation Forum Spain	SAP + <Optional Content Modifier> + Forum + <Geography>

Specific content, audience agnostic	Naming convention
SAP Business ByDesign Forum Paris SAP Business Analytics Forum Spain	SAP + <Solutions, Industries, Lines of Business, etc.> + Forum + <Geography>

Summits are for a particular audience or stakeholder group

Specific audience	Naming convention
SAP Partner Summit	SAP + <Audience> + <Variable> + Summit

See the One Voice approved names list for a current listing of all offering names.

Use our naming guidelines to help direct how we name events

Naming tips

- Continue to omit dates and years

- Specify regions to ensure audience-centricity according to SAP regional categories

- ALWAYS use the singular when referencing an audience (Partner, Influencer, Employee, etc.)

- Solution categories should ALWAYS be connected to the brand architecture

- Do not create custom logos with event names

- Download Event Naming and Communication Guidelines from Brand Tools

Key Takeaway

At SAP, we put our customers first. That means…

- We ensure our events are always: Easy, Consistent, Engaging, Immersive, Dynamic, Rewarding.

- We approach each event from a three-dimensional perspective and in a holistic manner.

- We have an organizing principle behind our events and how they're named. To name an event, use the naming framework available on SAP Brand Tools.

2. What are the components of the voice and visual system?

We use our visual and verbal components to bring our brand to life at events

These components are made up of:

Verbal
Voice attributes

Visual
Logo, graphic elements, color palette

Use our voice to communicate as one SAP

We developed our voice attributes to:

- Communicate a clear message

- Employ a consistent tone and feel

- Strengthen our brand

Clear
C

Insightful
I

Approachable
A

Optimistic
O
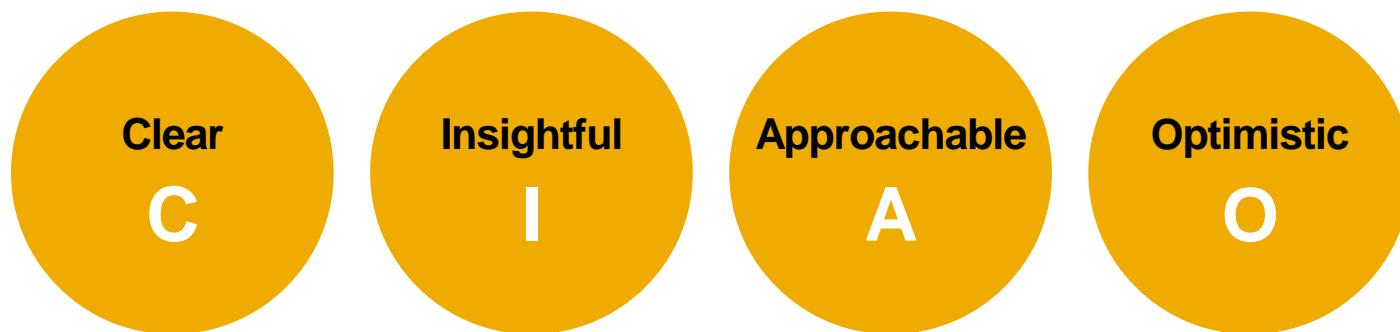
Use our visual system to communicate as one SAP

Benton Sans

Light
Book
Regular
Medium
Bold

| Logo | Typeface | Color | Photography | Illustrations | Info-graphics |
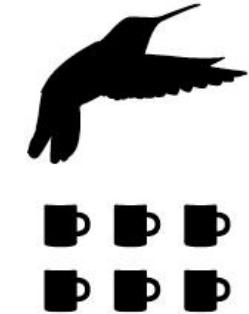
Now let's look at each of these individually…

Use the correct SAP logo

We use our logo to identify us

By using clear, consistent logos, we:

- Communicate who we are

- Unify our message

- Build brand equity

- Increase visibility in the marketplace

We rarely use taglines at events except for staging.

Know when to use the SAP logo vs. the event logo…

Use the SAP corporate logo

- On signage when the event title is written as a headline, or on reusable corporate signage and environmental fixtures.
- On Small-Scale Local Event signage and all interior signage.

Use the event logo

- When the headline does not include the event title.
- For all exterior use the event logo (when the name of the event is not part of the headline)
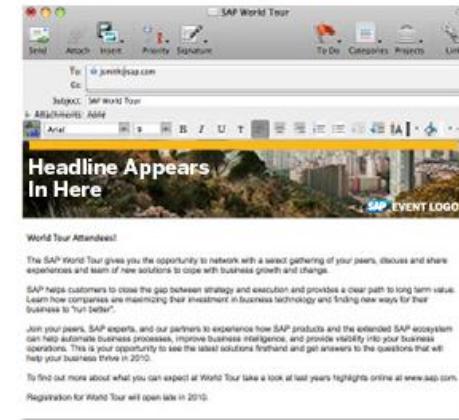
Avoid repeating event names

Know where to use the SAP logo vs. the event logo…

The chart below outlines which logo should be used for each application

Environmental	Exterior Use	Interior Use
Informational	Corporate logo	Corporate logo
Welcome	Corporate logo	N/A
Demonstration	N/A	Corporate logo
Generic (Reusable)	Corporate logo	Corporate logo
Directional	**Exterior Use**	**Interior Use**
Registration	Event logo	N/A
Meeting Areas	Event logo	Corporate logo
Traffic	Event logo	Corporate logo

…and use only approved event logos

Approved logos

SAP SAPPHIRENOW

SAP TECHED

SAP FKOM

SAP DKOM

SAP FORUM

SAP SUMMIT

Sponsored by

SAP

Avoid creating additional logos for events other than the ones listed above

SAP PARTNER FORUM

SAP FORUM 2012

Make sure logo is visible on backgrounds

SAP medium gray in a white background

SAP dark gray on light color photograph background

White type on SAP gold background

White type on dark color photograph background

# Know when to use and not to use the registered mark

Exterior use

- When designing brand elements for external usage (outside an event space), the SAP logo should include the registered trademark.

- This includes exterior signage and directional signs, including registration and other information graphics.

Interior use

- The registered trademark should appear only ONCE on the interior of an event, preferably on an entry or directional signage.

- On other graphics inside the SAP events, the registered trademark may be omitted.

- The registered trademark should not be used with product or solution names.

Consider line of sight when determining logo placement
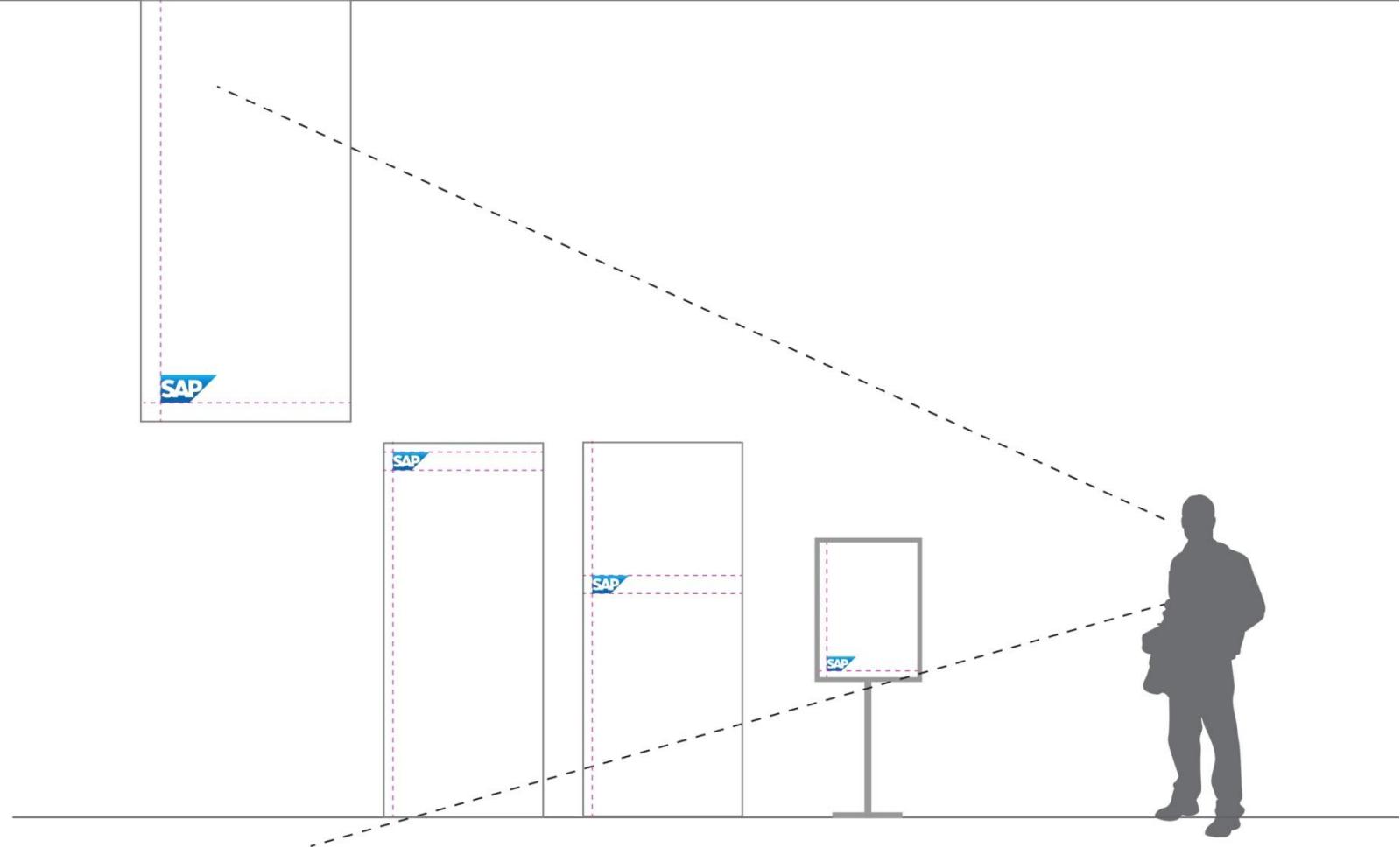
Consider line of sight when determining logo placement

- The SAP event logo and the SAP corporate logo should be aligned on the left and bottom margins.

- When signage sits on or near the floor, the logo should be positioned on the left margin, but higher on the panel.

- On extreme horizontal formats, position the event or the corporate logo on the bottom right-hand corner.

- **Avoid:** Do not create signage on which the only content is the SAP corporate or event logo.

Exercise

Now let's try this ourselves and see if we can identify the correct logo use

# Exercise
Pick the right logo for these events

Interior

Exercise
Pick the right logo for these events

Interior

- Use only approved SAP event logos. Additional event logo creation is not allowed.

- Left align event logos.

- Partner events are Summits, not Forums

- The event should not use the term "partner" in the logo nor include the date.

- The event logo should not be placed in the middle of a photograph.

- Logo is too big.

Exercise
Pick the right sign for these events

Exterior

Exercise
Pick the right sign for these events

Exterior

- When designing brand elements for external signage, the SAP logo should include the registered mark.

- The year should not be used with the event name.
- Do not use SAPPHIRE NOW logo in a line of text, it always stands alone.

Bonus exercise
Do you see anything else?

Exterior

- Do not place the SAP logo in the middle.
- Based on the location of the sign, align the logo to the bottom left.

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Use the right graphic elements

Use the recommended typography to maintain consistency and legibility

- SAP event theme titles should always be set in Benton Sans Bold, all caps.

- Headline typography should be set in Benton Sans Bold sentence case.

- Subheads should be set in Benton Sans Book, at the same size as leading ratio headlines.

- Body typography should be set in Benton Sans Book and be sized at 60% of the headline.

- **Avoid** using gold typography on white backgrounds.

BENTON SANS BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!"S%§&?()=?

Benton Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"S%§&?()=?

Benton Sans Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"S%§&?()=?

Small businesses
and midsized
companies
Lounge 4

SAP

Use relevant photography to be more engaging

SAP photography

- Reflects a clear, singular idea

- Shows natural, captured moments in a dynamic and active world

- Is real, immediate and believable

- Is relevant to the content

- Always use images from the SAP Image library or contact SAP to get images approved

Avoid

- Don't show people in overly posed or unrealistic situations

- Don't depict pride, boastfulness or insincerity

- Don't use black and white or low color saturation images

- Don't use photography that's irrelevant to the content

Use relevant photography to be more engaging

Visionary Level

- General event photography should be industry-neutral.

- Images should be visionary in subject.

- If people are portrayed, they should be engaged in active processes in the world.

Solution Level

- Product/Solution level photography should be used in areas devoted to specific topics, solutions or industries.

- Images should show people engaged in active processes that demonstrate the beneficial outcome from key SAP offerings.

Be careful not to lose relevant subjects and stories when cropping photography

Avoid cropping photos in a way that loses the context of the story told in the original photograph. The cropped version of this photograph no longer tells a story about mobility.

Avoid The cropped version of this photograph no longer tells a story about collaboration.

Be careful not to lose relevant subjects and stories when cropping photography


Avoid cropping people out of photographs.

Use an appropriate image for your intended format.

Scale images in a thoughtful and context appropriate way
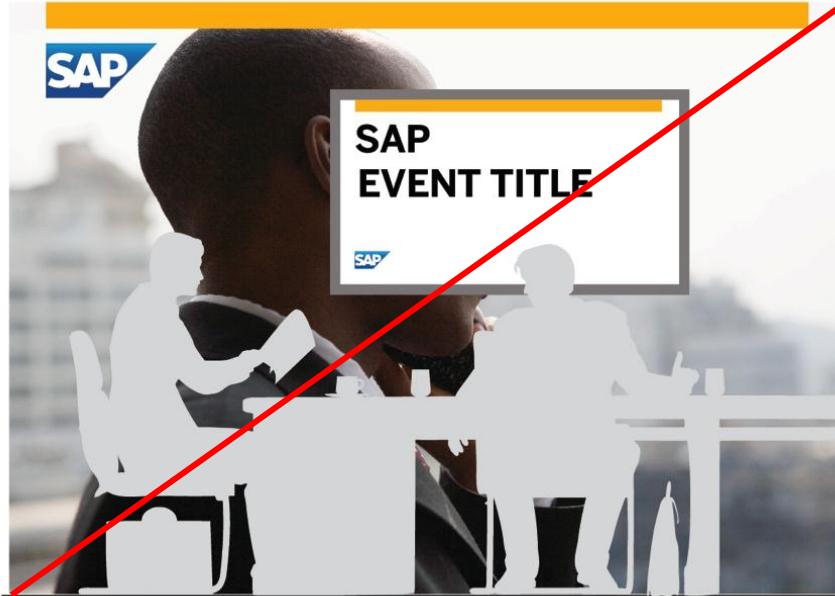
- When choosing photography, use an appropriate subject and scale.

- Consider the placement and proximity of the audience.

- Consider the placement of hardware.

Use photography across multiple banners for added impact
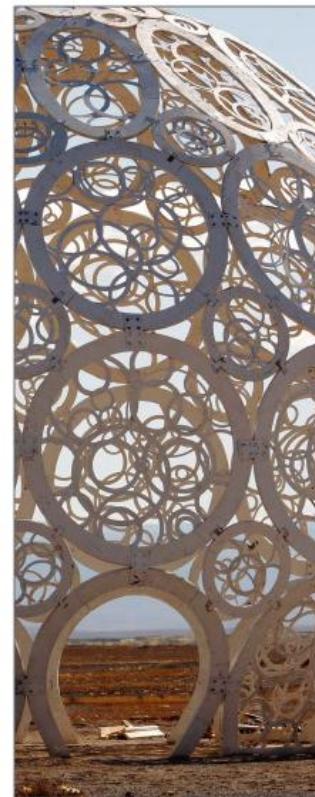
- This treatment gives the sign a much more "expansive" and "visionary" feel.

- The space between banners should be "cut out".

- SAP logo should only appear on the first panel.

Use pictograms correctly to help get your point across

- Use only large-scale style pictograms, which have a higher level of detail.

- Should be simple and intuitive.

- Pictograms are used to define an event sub-categories or zones of interest. Pictogram usage should be selective and strategic, defining only the highest-level event categories and should appear with descriptive headlines.

Use pictograms correctly to help get your point across

Avoid using pictograms on top of imagery.
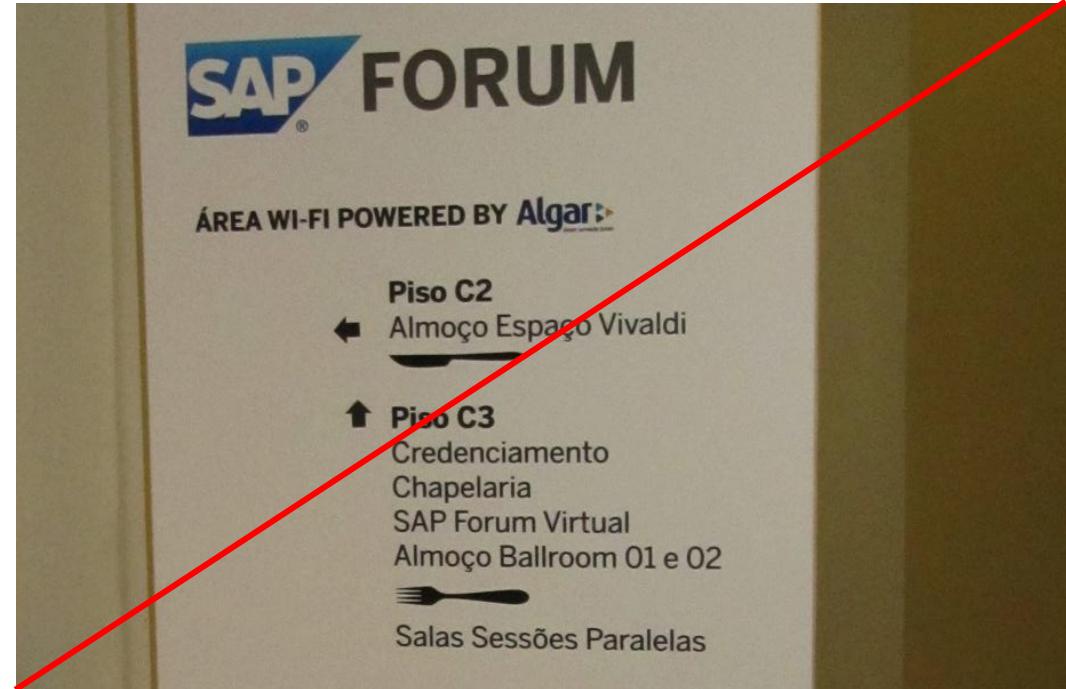
Avoid overuse of pictograms.

Use illustrations to help tell a story

- Illustrations help tell interesting stories by presenting information in a dynamic way and adding to the visual interest

- Be sure to choose objects that can serve as a metaphor for the overarching themes in the story or literal visualizations of industries, audiences or products

- It is important that the object reflects an activity or a captured moment

- Use illustrations to communicate to a global audience in instances where there are cultural sensibilities

Use the SAP colors

Use the SAP primary color palette

SAP Gold
PMS 130 C
CMYK 0/30/100/0
RGB 240/171/0
Hex #F0AB00

White

Black
CMYK 0/0/0/100
RGB 0/0/0
Hex #000000

SAP Light Gray
Pantone Cool Gray 3
CMYK 0/0/0/17
RGB 204/204/204
Hex #CCCCCC

SAP Medium Gray
Pantone Cool Gray 8
CMYK 0/0/0/55
RGB 153/153/153
Hex #999999

SAP Dark Gray
Pantone Cool Gray 10
CMYK 0/0/0/72
RGB 102/102/102
Hex #666666

Use our colors consistently in all applications

By standardizing the way we use color, our events:

- Have a clean, uncluttered look that feels welcoming and interesting

- Reinforce our brand

- Make for a visually pleasing and dynamic environment

Balance our primary and secondary color palette

- **Gold:** SAP Gold is a recognizable, primary brand color and should be used as an accent color on all signage. SAP Gold is also used on SAP Monoliths but not as signage background

- **White:** Primary color for signage and structure backgrounds

- **Black:** Used mainly for typography and illustration

- **Gray:** Rarely used in signage, but often used on physical structures to help create contrast with the graphics

- **Secondary Colors:** Used only for information graphics

Exercise

Now let's try this ourselves and see if we can implement the correct color balance

Exercise
Where can this space be improved?

Exercise
Where can this space be improved?

Overuse of gold throughout the space

Color balance is off. SAP Blue should be used for the logo only

Not enough white used throughout the space

Use color in a way to emphasize the SAP brand

Event spaces are not always well-lit so it's important to use color in the right way

Poorly lit space
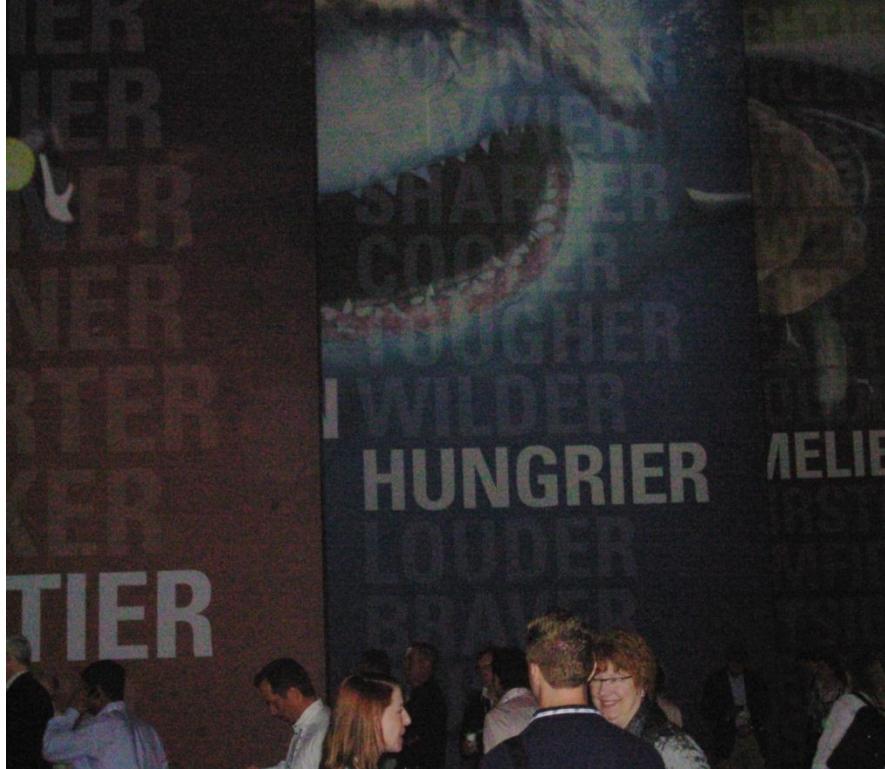
Well-lit space

Use type colors only in black or white

Headline Appears in Here and Here
Subhead in here

Use black bars on gold backgrounds.
Headlines and subheads should
be black.

Headline Appears in Here and Here
Subhead in here

Use gold bars on light photo backgrounds.
Headlines and subheads should be black.

Headline Appears in Here and Here
Subhead in here

Use gold bars on dark photo backgrounds.
Headlines and subheads should be white.

Headline Appears in Here and Here
Subhead in here

Use gold bars on white backgrounds.
Headlines and subheads should
be black.

Avoid certain color combinations

Avoid using black for backgrounds.

Avoid using white for the SAP bars.

Avoid placing typography on images that greatly reduce legibility.
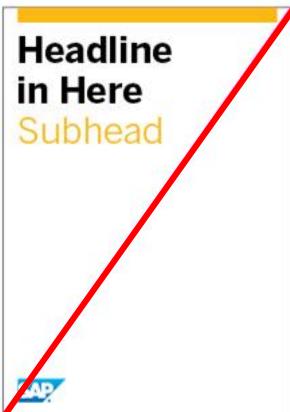
Avoid using gold for headlines or subheads.

Avoid using gold for small-scale text.
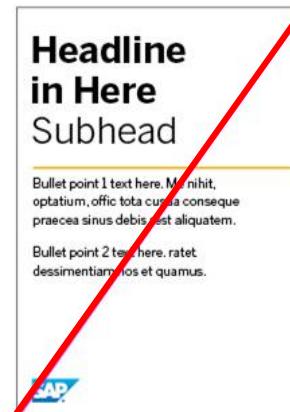
Avoid using gold for SAP rules.

Exercise

Now let's try this ourselves and see if we can implement the correct color balance

Exercise
Can you spot what's wrong with this poster?
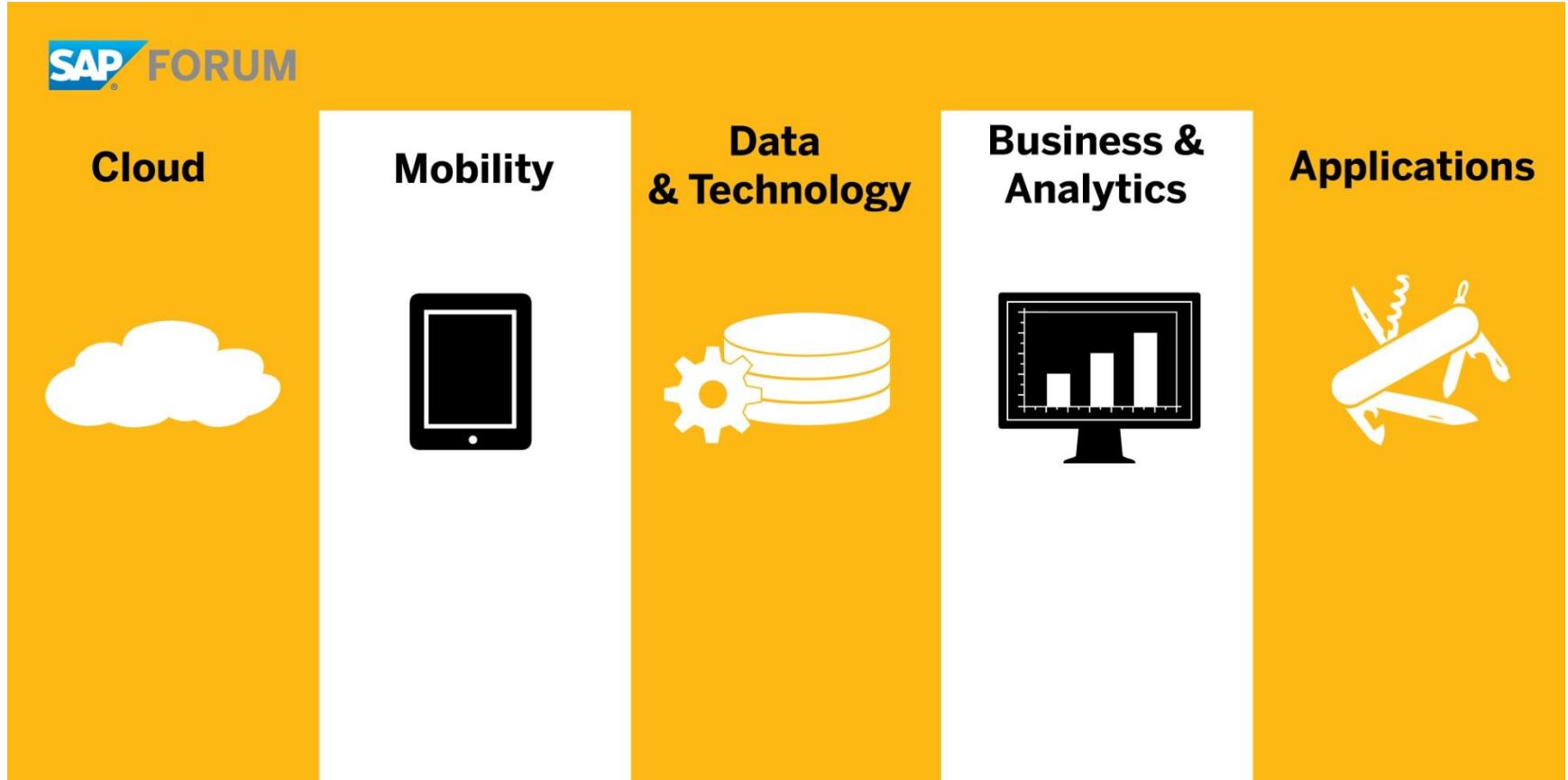
Exercise
Can you spot what's wrong with this poster?
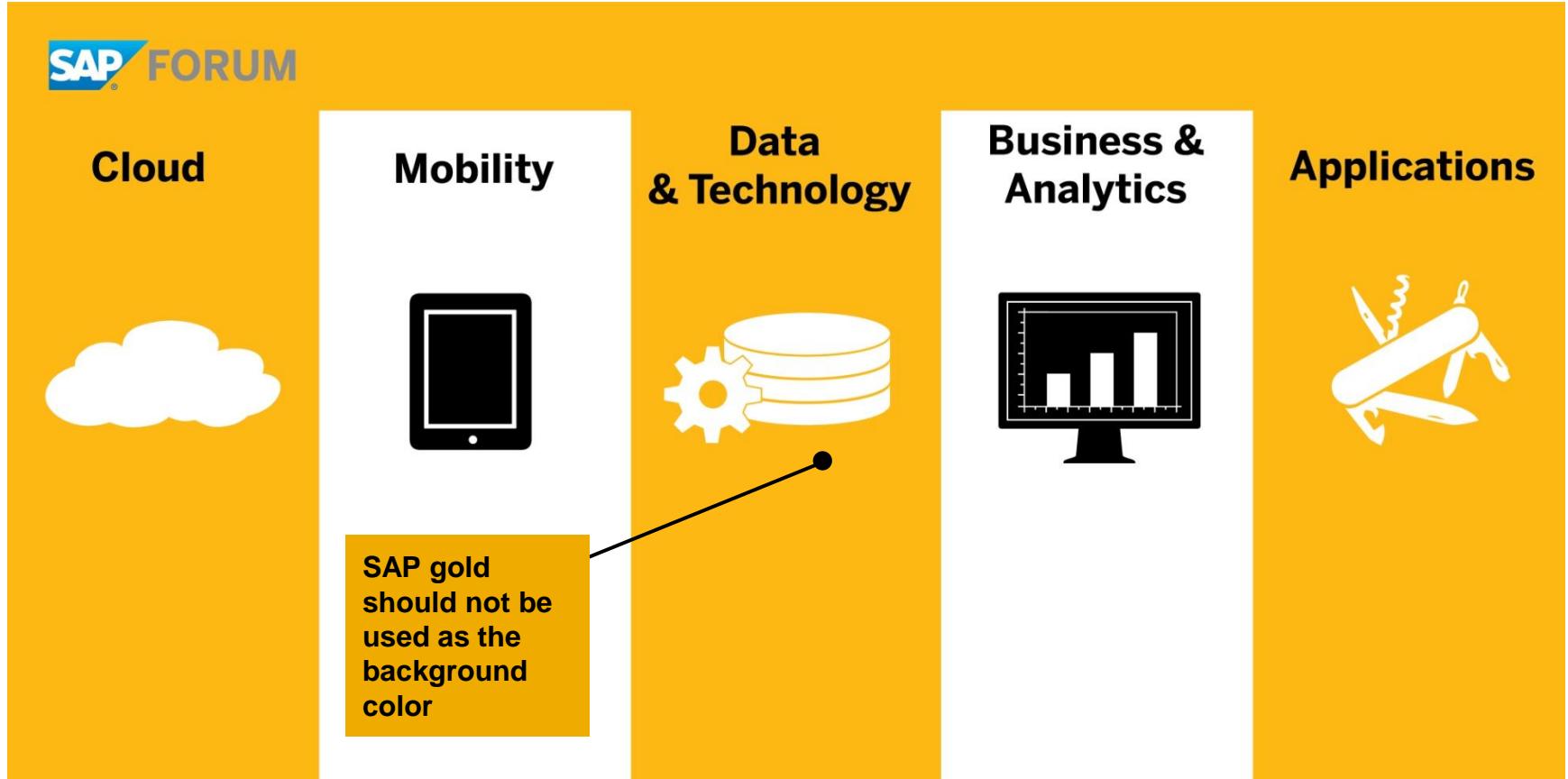
Exercise
Here's how the poster can improve
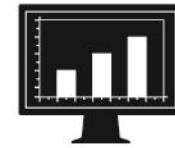
Key Takeaway

Our visual brand elements help to clearly communicate who we are, unify our message, build brand equity and create a dynamic environment.

- Use approved logos and consider line of sight when placing them in an event space.

- Use the proper typeface, choose photography that's engaging, and use illustrations and pictograms strategically .

- Use the right balance of colors, use type colors that are easy to read and use colors in a way that's effective in dimly lit spaces.

Exercise

Now let's try this ourselves and see if we can identify the correct usage of elements

Exercise
## Which hanging banner is the best option and why?

Which hanging banner is the best option and why?

Correct use of the gold bar

Sample headline goes here

Sample headline goes here

Sample headline goes here

Correct use of black typography on light image

Correct photographic style
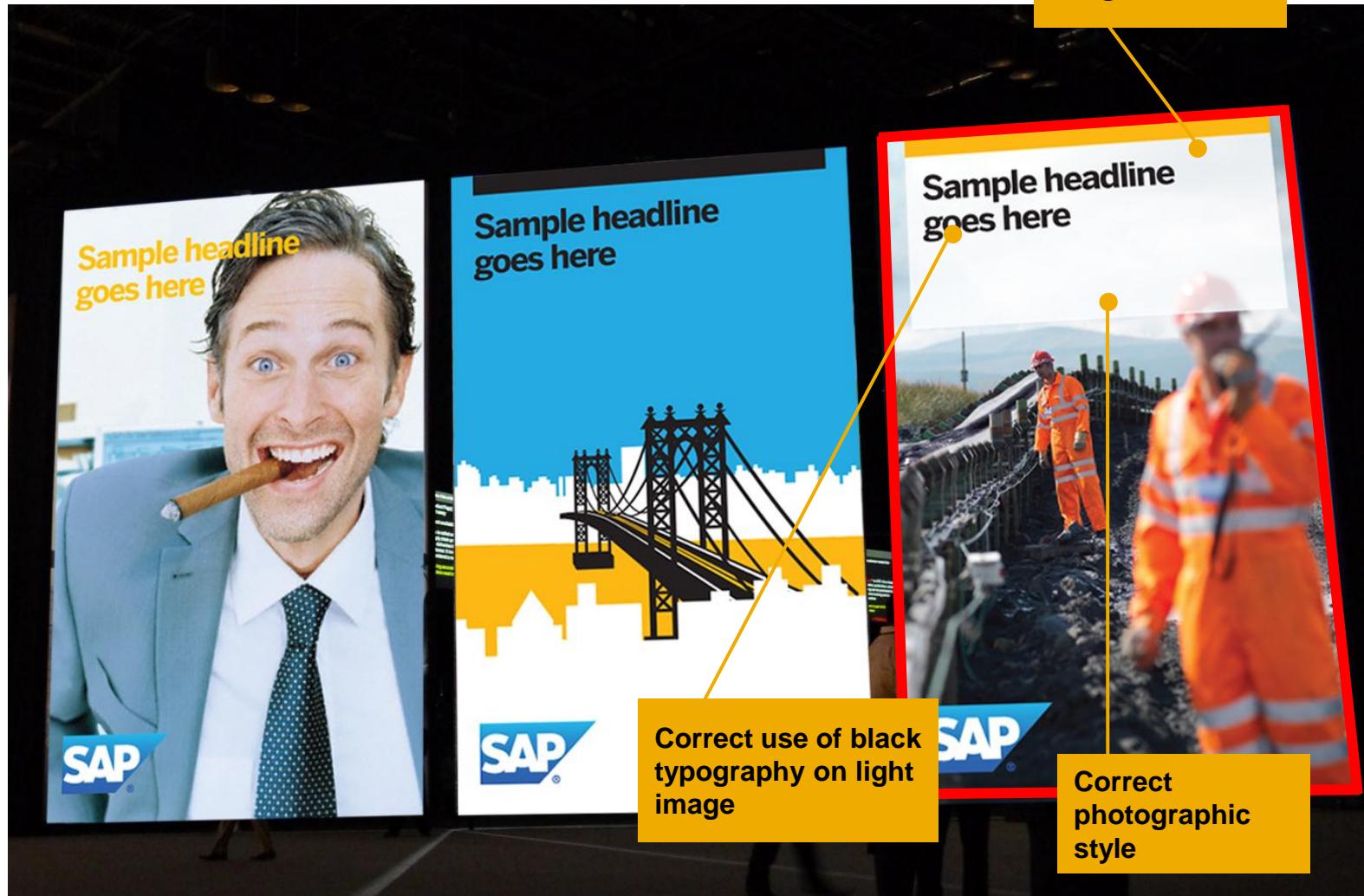
Exercise
How could the hanging banners be improved?

Wrong photography style

Do not use gold type on white backgrounds

Do not use blue in SAP illustrations

Use black bar on gold backgrounds only

Sample headline goes here

Sample headline goes here

Sample headline goes here
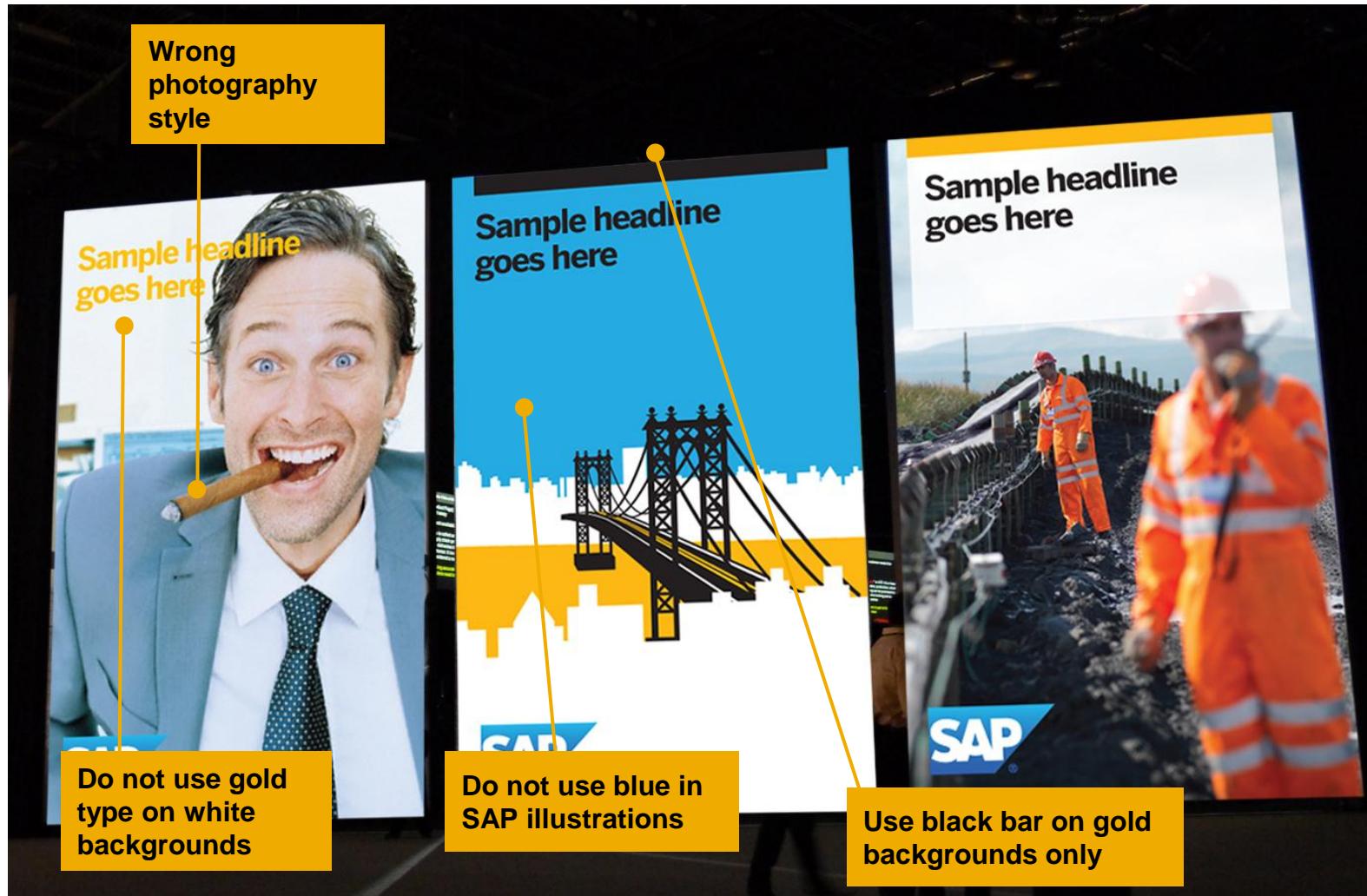
3. How do we put it all together in an event environment?

When you put all the elements together, there are three key concepts to keep in mind

The three concepts to consider to ensure you create an amazing event are:

1. **Balance**: Use a balanced approach

2. **Flexibility**: Leverage flexibility in our system

3. **Quality**: Ensure the quality of all materials, execution, details and finishing live up to the SAP brand

Use a balanced approach

Our brand elements must work together to create balance

Example showing the appropriate balance
of visual elements used

Make sure the elements feel balanced from a customer perspective and from every vantage point

Integrate our campaign assets in a thoughtful way

Campaigns come and go. While it's important to get our campaign messages out, we want our events to primarily build lasting equity in the SAP masterbrand.

Proper usage

- In general, only SAP event branding is recommended for sponsored and third party events. However, strong campaign assets may be integrated into the event branding to a limited degree.

- Campaign assets should make up no more than 5% of the total signage.

- Group campaign assets together and distance them from SAP event branded touchpoints.

- Avoid mixing campaign assets with SAP event signage.

- Campaign assets should never dominate visually over SAP event branding.

SAP branded signage
95%

(use is optional)
5% maximum
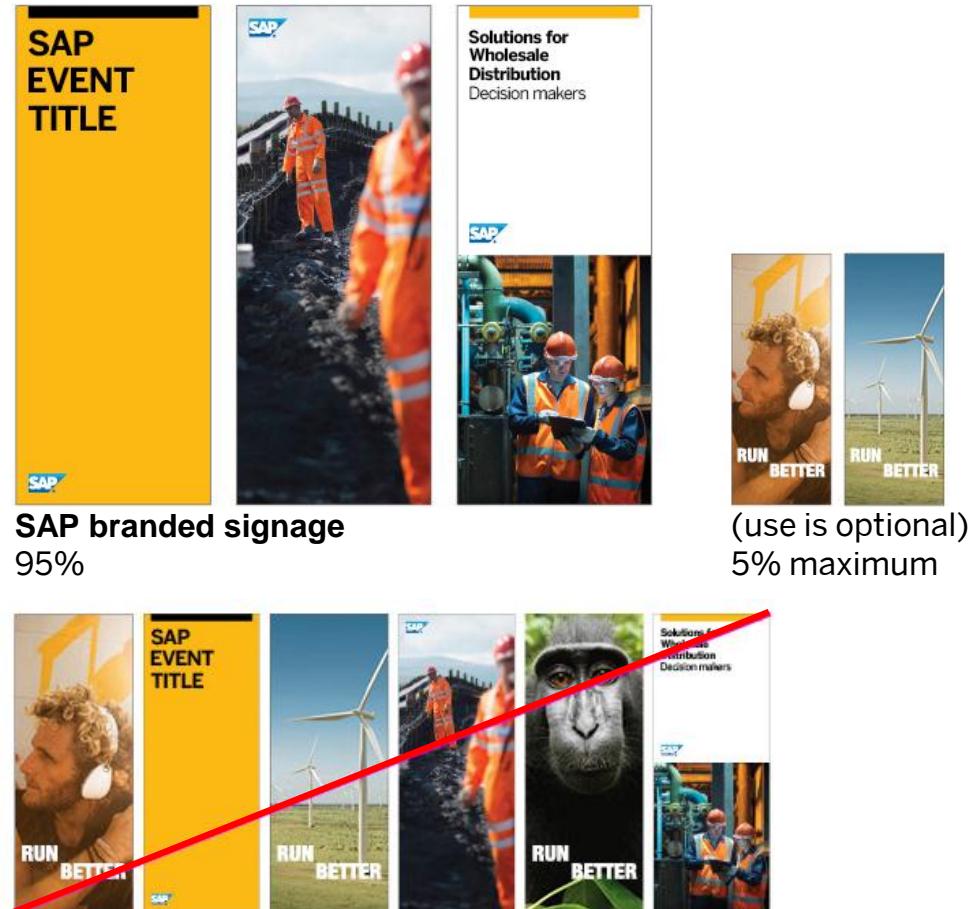
Let's look at some best practices for inspiration

Use single color banners. For multiple banners, create a series that shows a variety of visual elements within a consistent framework.

Avoid banner series that are unrelated. Banners used in close proximity should feel like a consistent group.

Let's look at some best practices for inspiration

Choose logo and typography sizes that optimize the space.

Avoid large logos or typography that overwhelms the viewer and the space.

Let's look at some best practices for inspiration

Keep our messaging clear by maintaining an organized and uncluttered space.

Avoid cluttering spaces with redundant branded elements.

Let's look at some best practices for inspiration

Make the environment more immersive by using multiple elements working together.
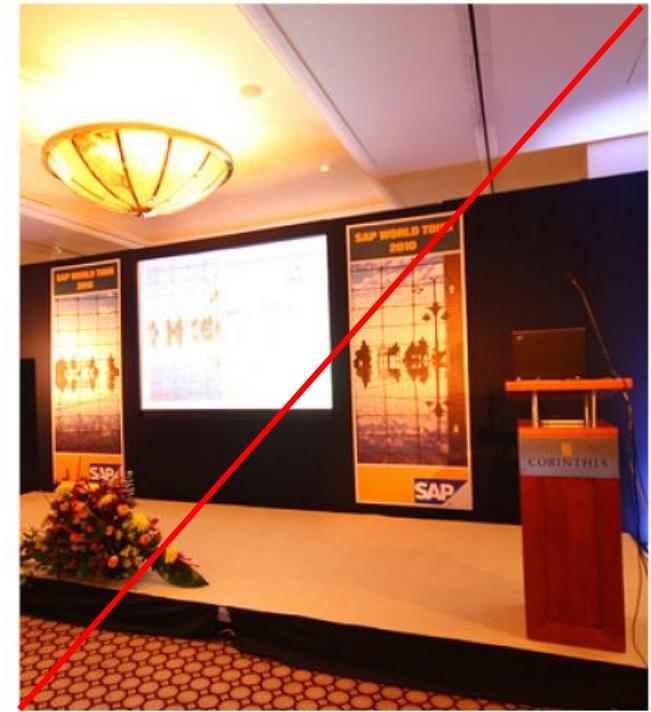
Avoid repeating branded elements in a small space—this reduces the power of the message.

Exercise

Let's see if we can put an event together in a balanced way.

Exercise
What's wrong with this picture?

Exercise
What's wrong with this picture?

Old visual system

Overuse of blue

Oversized logo

Redundant messaging

Exercise
Here's how the space improved

Here's how the space improved

On-brand SAP content

Correct color balance

Correct logo size and placement

On-voice messaging

Leverage the flexibility of our system

All of these brand elements give us the flexibility to create amazing events

The richness of our toolkit and flexibility of our elements enable us to:

- Use our tools to create consistency across a variety of touchpoints

- Scale up or scale down to best fit the space

- Create a rich experience in a given area and across a whole space

- Ensure that our brand is prominent, while respecting third-party brands at co-located events

Regardless of event size, our system is flexible enough to scale up or down to meet our client expectations

Small
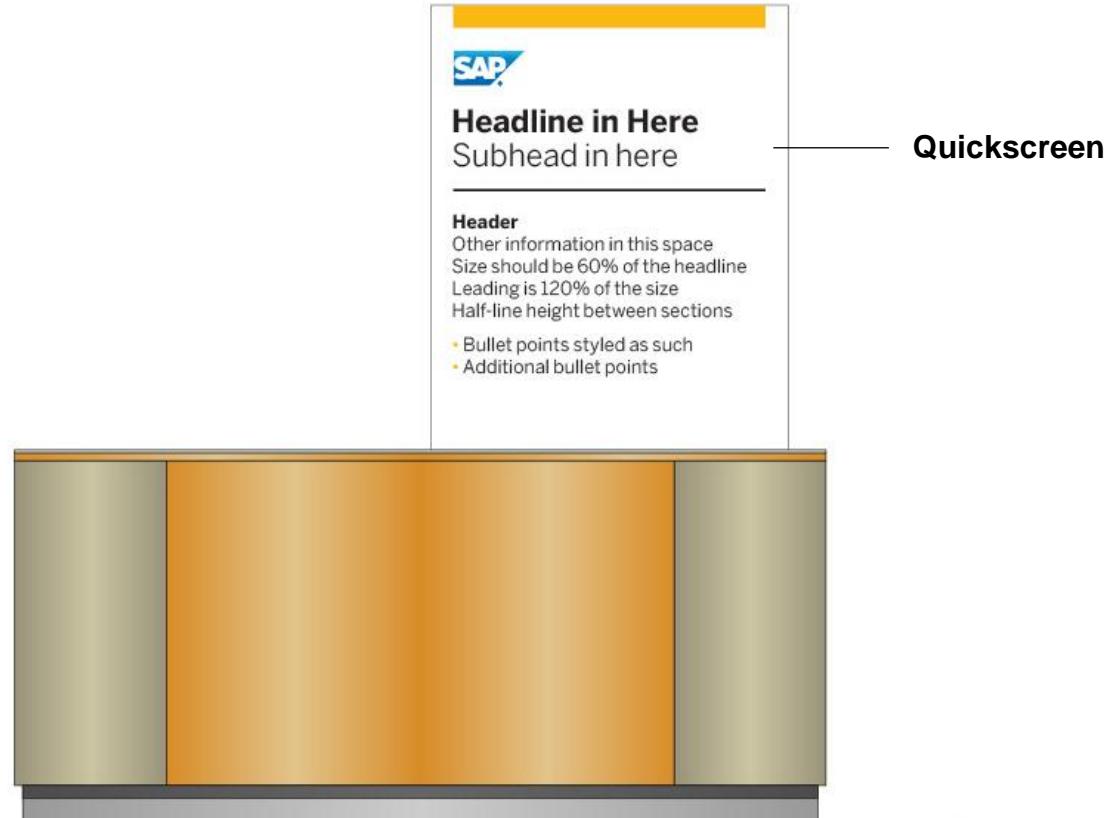
Quickscreen

Regardless of event size, our system is flexible enough to scale up or down to meet our client expectations

Medium
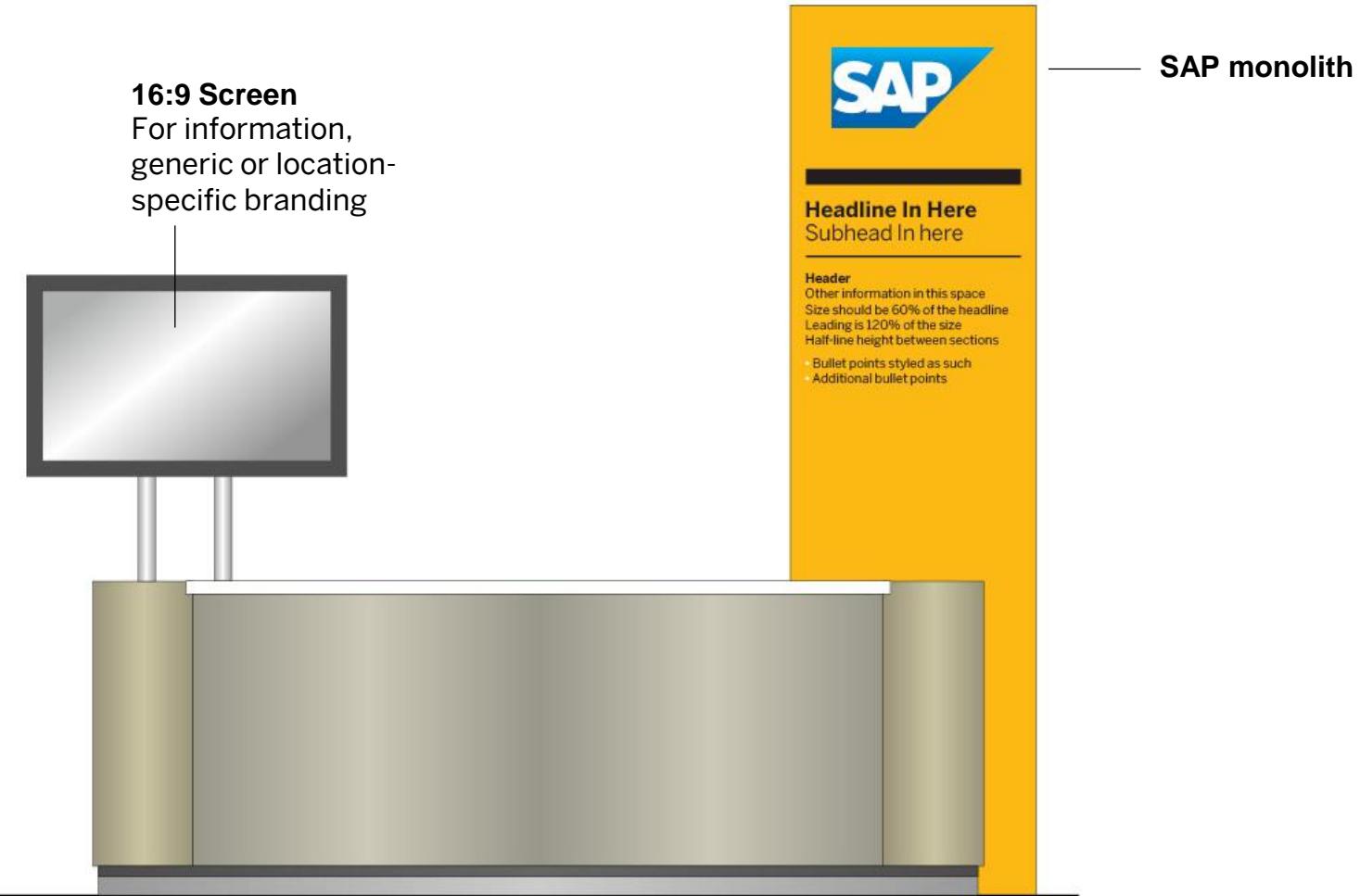
16:9 Screen
For information, generic or location-specific branding

SAP monolith

Headline In Here
Subhead In here

Header
Other information in this space
Size should be 60% of the headline
Leading is 120% of the size
Half-line height between sections

- Bullet points styled as such
- Additional bullet points

Regardless of event size, our system is flexible enough to scale up or down to meet our client expectations

Large

16:9 Screen
For information, generic or location-specific branding

SAP monolith

SAP

Headline In Here
Subhead In here

Header
Other information in this space
Size should be 60% of the headline
Leading is 120% of the size
Half-line height between sections

· Bullet points styled as such
· Additional bullet points
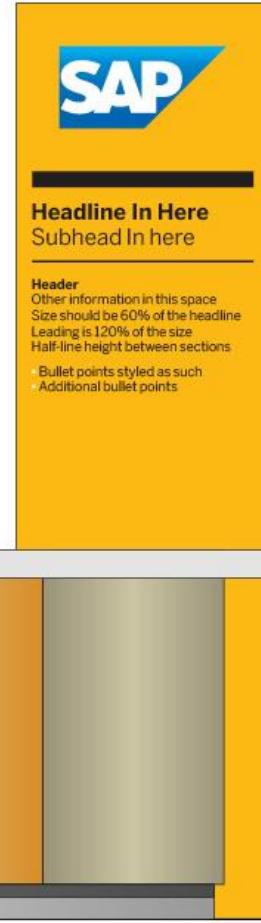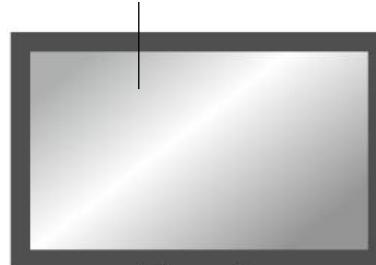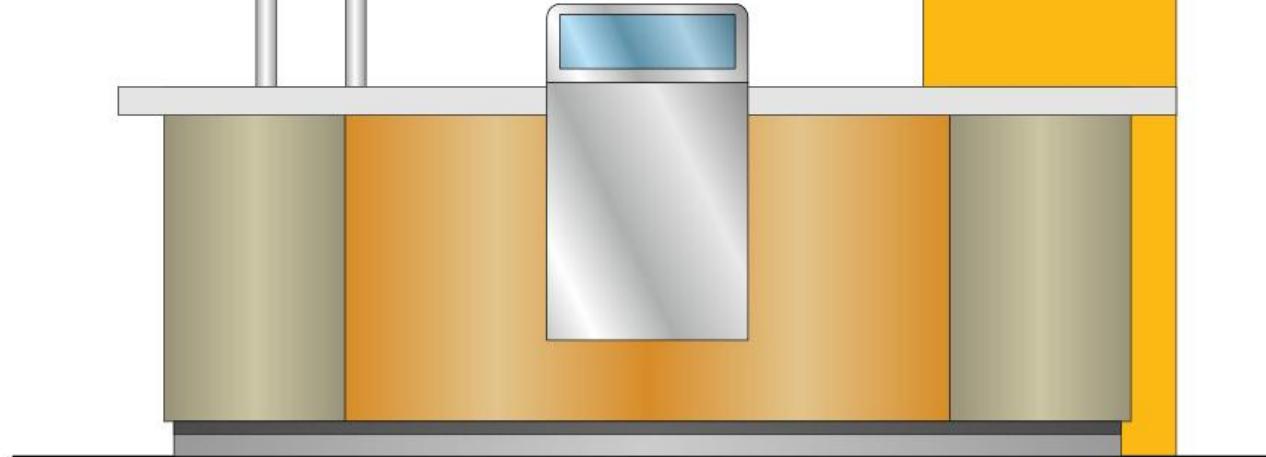
A consistent yet adaptable registration ensures our clients feel welcome from the first moment

Small to Medium

- Use generic banners with branding images and "SAP Event Name" headlines.

- At small to medium-sized events, use a simple counter and image backdrop.

- Avoid using logos, typography or images on lower panels as they are too close to the floor and easy to obscure.

Large

SAP EVENT NAME						SAP EVENT NAME		
Exhibitor Assistance	Exhibitor Assistance	Material Pickup	Information	Information	Information	Information	Information	Information
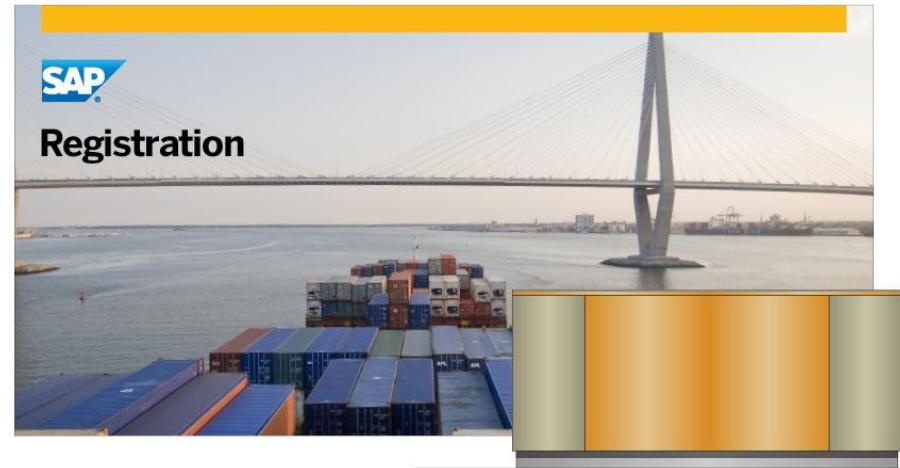
Using multiple media options and tools makes our Keynote stages more engaging

16:9 Image Screen
Projections for image magnifications and live feeds

SAP monolith

Massive projection screen for branding and presentations

16:9 Image Screen
Projections for image magnifications and live feeds

Podium
Single or multiple, SAP branded

Tagline
Three-dimensional lettering 2x the width of the logo on the SAP monolith
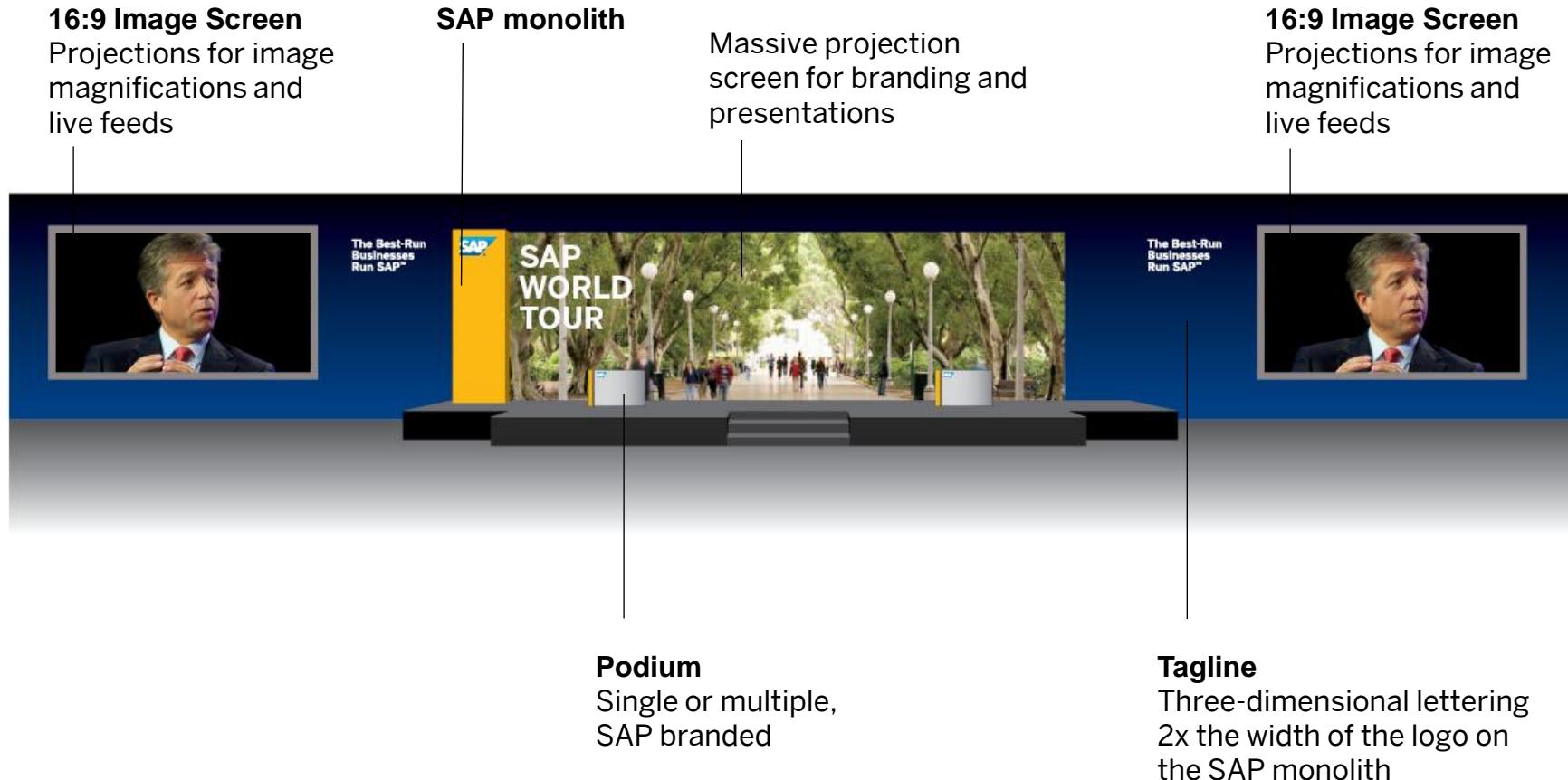
The right color balance and visual elements create an immersive and engaging SAP booth

Modular and dedicated demo areas create a more immersive experience…

Quickscreen

Backdrop with podium, seating and demo stations
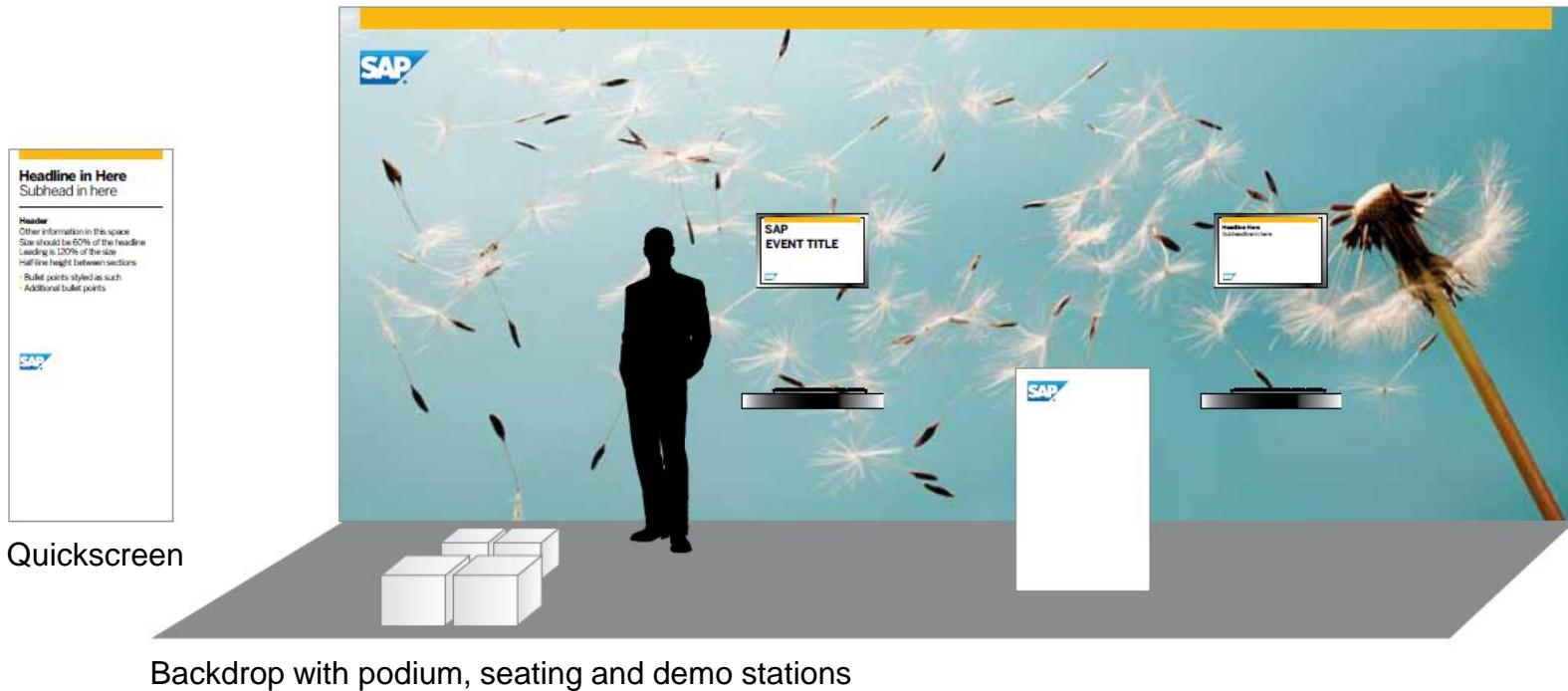
…and these can be swapped for demo pods/kiosks if there are space constraints

Front

Side

Back
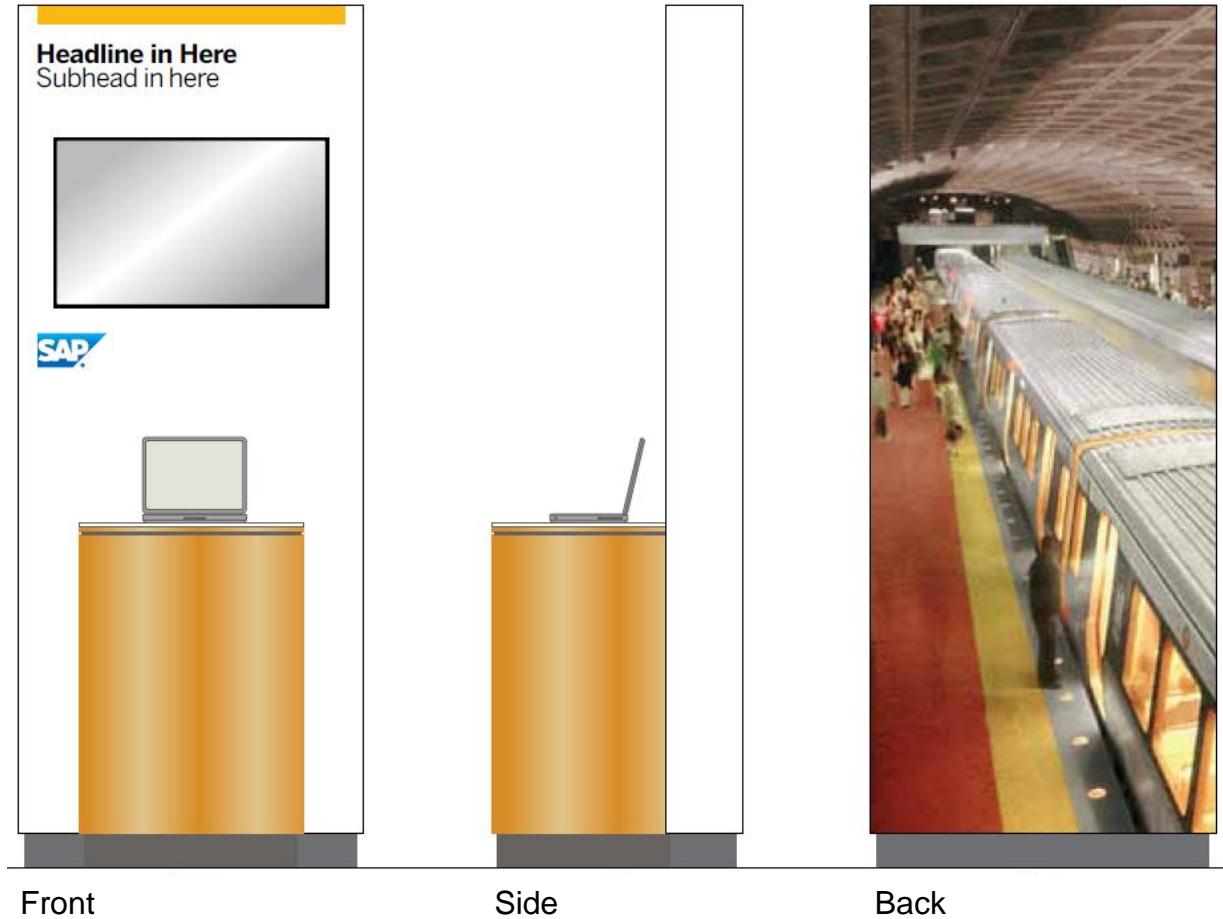
Using generic SAP branding makes our meeting rooms more versatile and client friendly

Maintain the integrity of SAP branding at event experiences

At events, ensure that we respect the SAP brand as well as any third-party brand

- If it's an SAP event, use SAP brand elements

- If it's a third-party event, use SAP brand elements within our space

- If it's a jointly hosted event, use neutral elements that cue neither brand in shared spaces

For more detailed information, go to www.sapbrandtools.com

Make sure to clearly communicate SAP's role and value in third-party demo

- At a third-party event, you typically have a smaller space in which to integrate the content.

- Make sure to display the important content and give more prominence to the SAP logo.
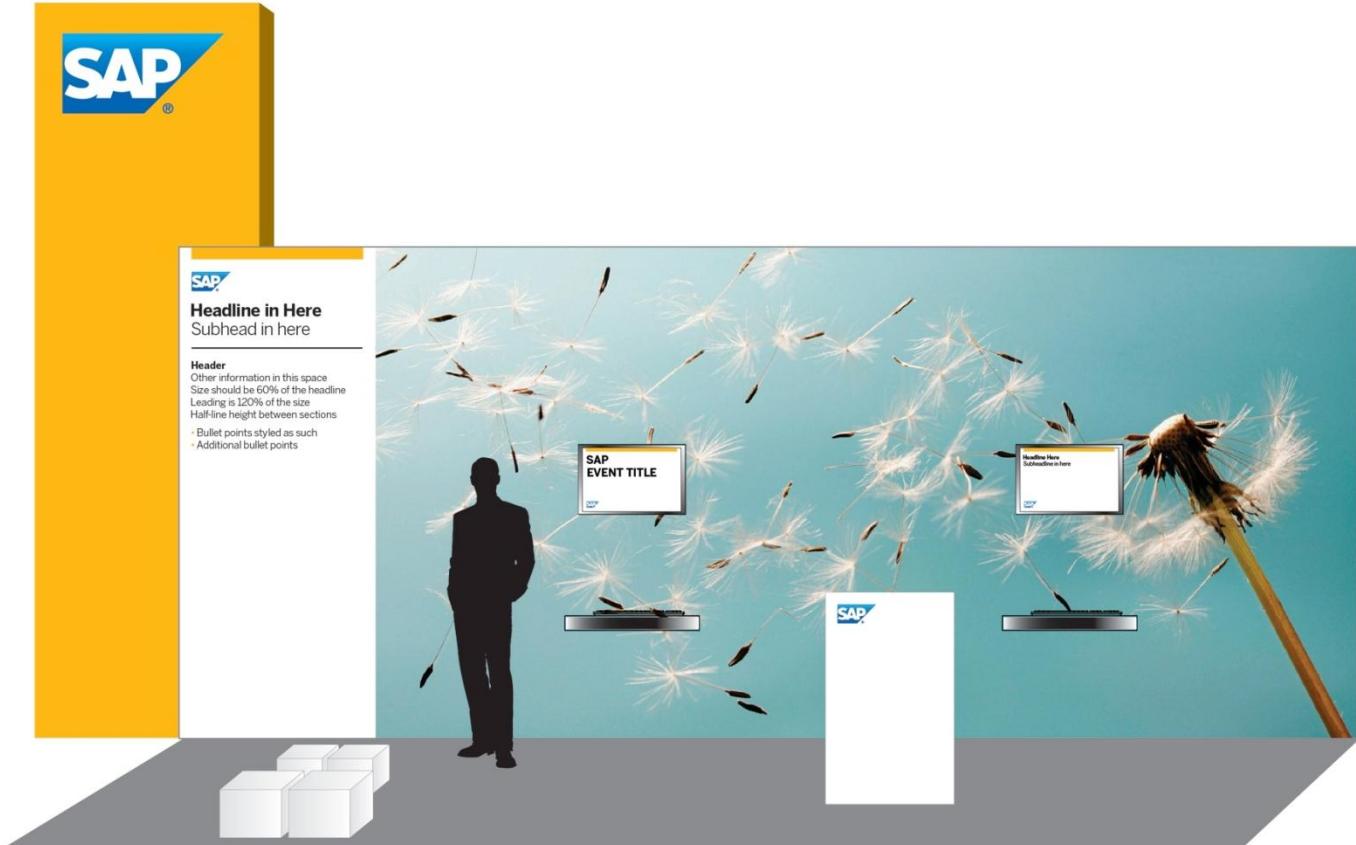
Backdrop with podium, seating, monolith and demo stations
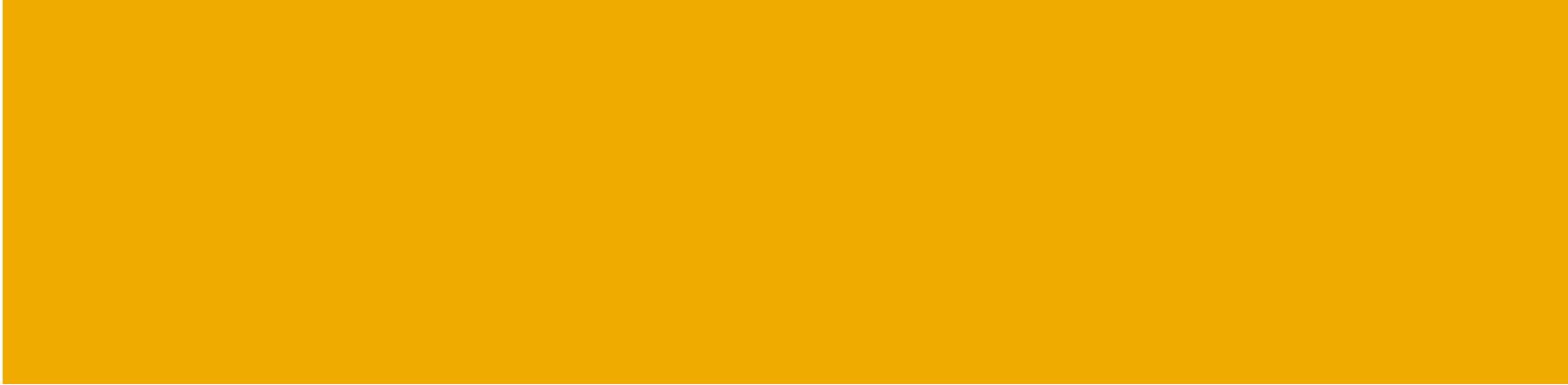
Ensure the quality of all elements lives up to the SAP brand

Remember, the event is not ready until it's amazing

Create a quality control checklist to help you prepare for an SAP event and to ensure your event will be produced to SAP standards of quality.

Your checklist should be extremely detailed and serve to frame key tasks that need to be completed to SAP standards before an event production is considered, "complete" and "customer-ready." Details include:

- **Fit and finish:** All artwork is properly printed, trimmed, mounted and installed. Physical structures should be installed properly and accurately.

- **Hardware**: All behind-the-scenes materials should remain hidden. For both aesthetic and safety reasons, make sure cables and electronics are not exposed.

- **Audio/Visual:** Pay close attention to key details such as audio volumes for audio/visual presentations and check that digital projects are shown in the correct aspect ratios.

Here are some things to avoid

Avoid placing objects in front of communications pieces.
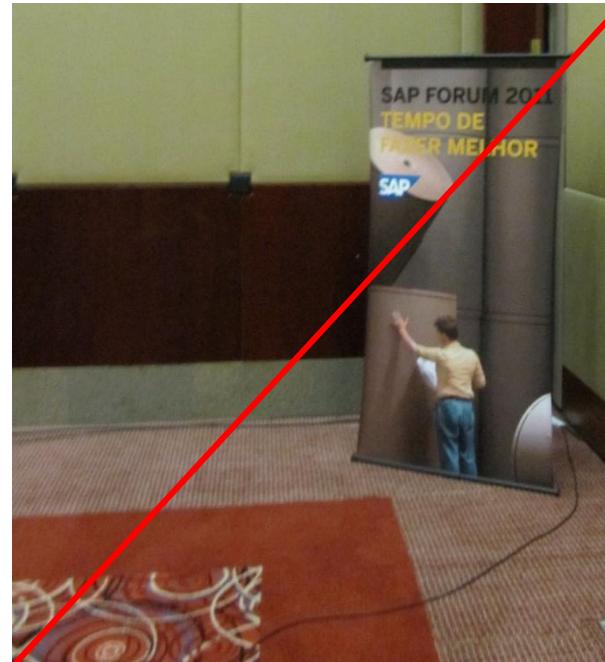
Avoid exposed wires and cables.

Avoid bad quality output.

Key Takeaway

When all the elements are working together, the whole is greater than the sum of its parts. To create immersive, exciting environments:

- Strive for a visual balance between all four elements (logo, typography, color and photography)

- Use our elements with flexibility to ensure the best customer experience within a given space

- Respect our brand and others when we share events

- Use a checklist to ensure the quality of the event lives up to SAP standards

Exercise

Now let's use everything we have learned today

Exercise
What has this event done well, and where can it improve?

Exercise
What this event has done well

Exercise
What this event has done well

Right photo style

Correct use of black bar on gold background

Correct typography and color use

Correct logo placement

Correct messaging
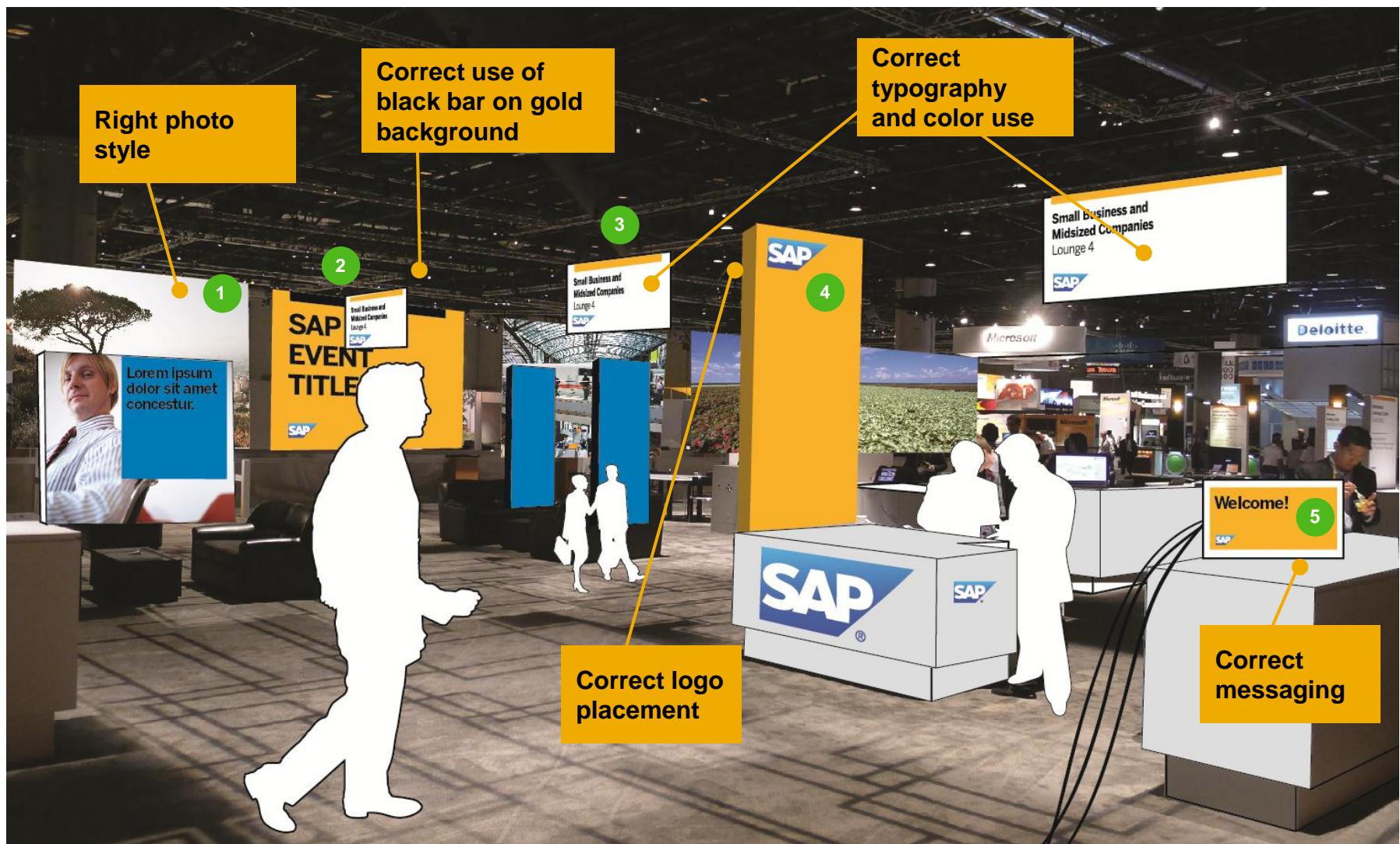
Exercise
Where can this event improve?

Exercise
Where can this event improve?

Wrong color use

Wrong photo style

Exposed cords and wires

Too many SAP logos, wrong use of registered mark

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SAP EVENT TITLE

Small Business and Midsized Companies
Lounge 4

Welcome!
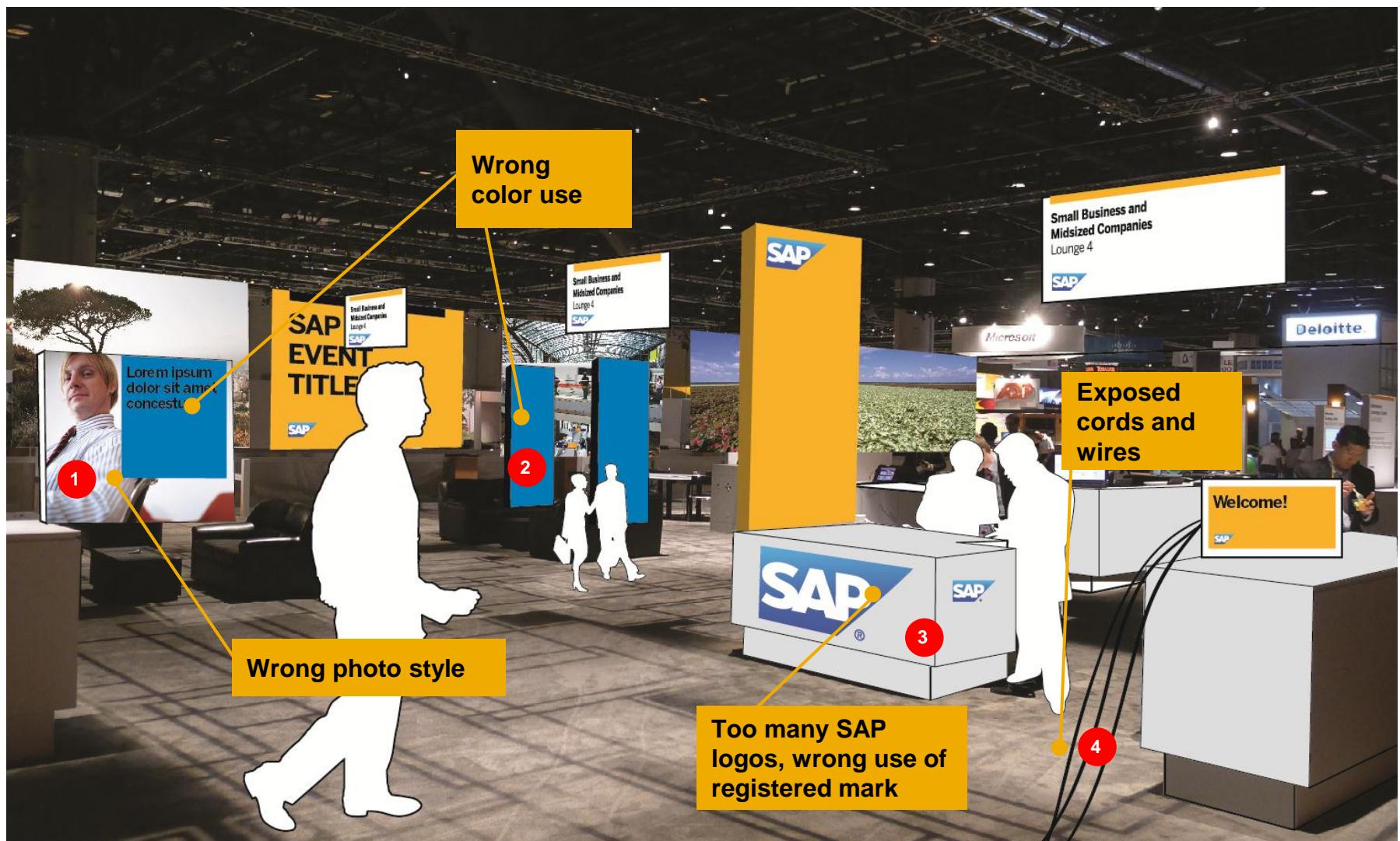
Exercise
Here's how the space improved

4. Where do I go for event templates and support?

SAP Brand Tools website has everything you need to create an amazing event: www.sapbrandtools.com
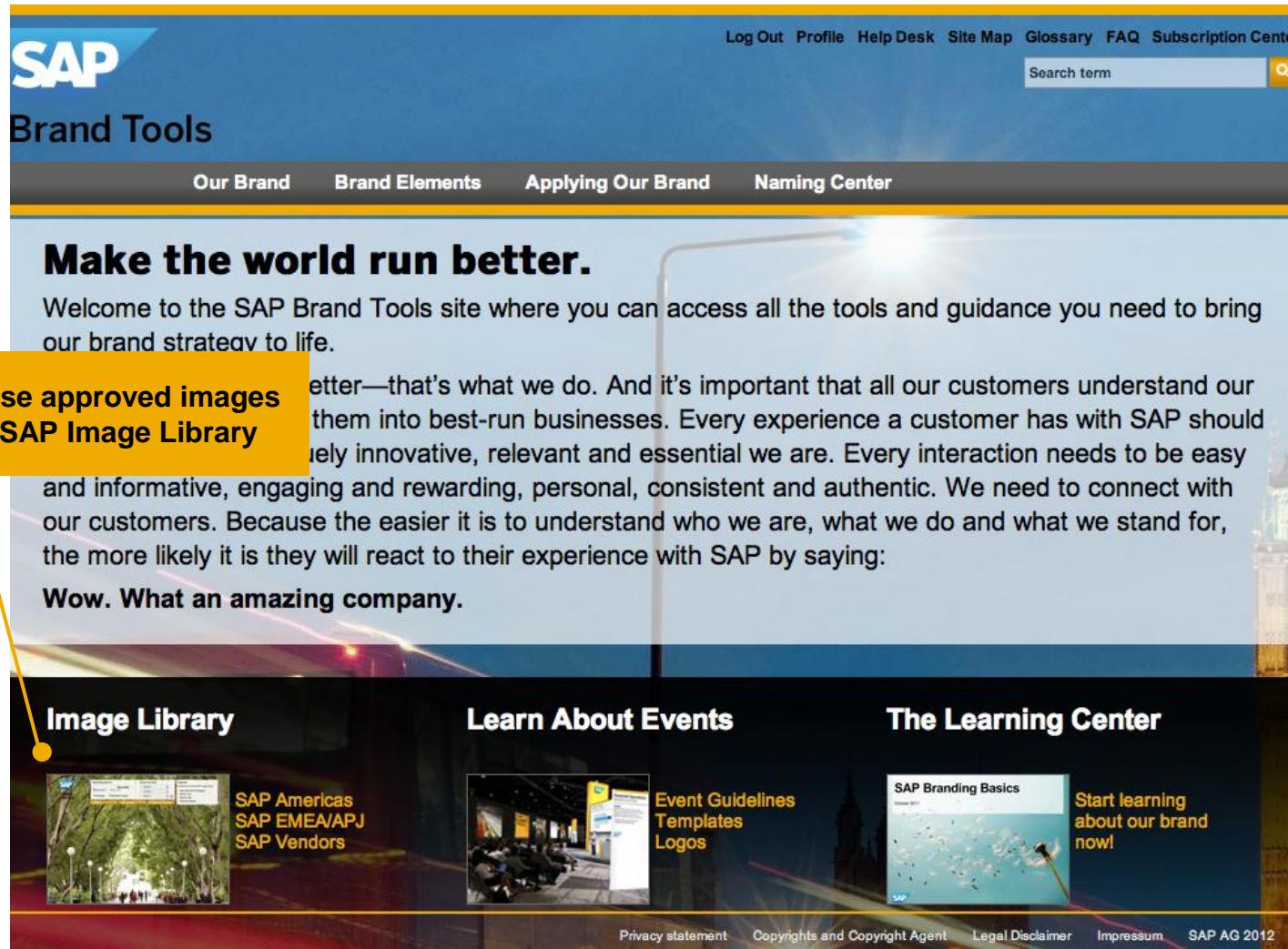
Always use approved images from the SAP Image Library

Simplicity starts on SAP Brand Tools

- On SAP Brand Tools, you can find more than 50 templates to help you create an unforgettable SAP event.

- It is your first resource for photography and illustrations.

- Vendors should register at sapbrandtools.com to obtain access to important links and downloads.

- Subscribe to the Events page to be notified of changes to guidelines and event-related downloads.

Let's create amazing events

These principles allow us to create immersive, exciting environments that:

- Engage our customers

- Deliver a clear message about how we can turn our customers into a best-run business

- Leave a lasting impression of our amazing company

Design simple, dynamic events that enhance to our customers' experience so they connect with SAP services and solutions to become best-run businesses.

An amazing SAP experience

Thank you!