



# Events landing page structure

Experience Design  
January 2021

innovation  you



## About this document

The purpose of this document is to give guidance to Marcom managers acting as campaign managers for an event, together with DS on how to build an event landing page, using our existing brand components. This is for internal use only and not to be shared externally.

For anything else regarding webpage design, please consult [philips.com](https://philips.com) on Our Brand.



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The purpose of the Events landing page is to create an engagement-fueled platform experience that amplifies the value of Philips to both live and virtual attendees.

# Experience journey



	Pre-event	During-event	Post-event
<b>Business goal</b>	<b>Awareness</b> of Philips event and registration for the event	<b>Engagement</b> with Philips at the live event or online engagement on the event platform	<b>Conversion</b> via registration form, email capture or completed transaction
<b>KPI(s)</b>	Site visits, CTR and onsite engagement	Live event demo registration, email collection, site visits, CTR, onsite engagement (content completion rate), page viewed per session	Registration, sales, email capture, onsite engagement, return visits, CTR and sales contact
<b>User mindset</b>	<ul style="list-style-type: none"> <li>• What is the event about?</li> <li>• How can I learn more about Philips?</li> <li>• How can I stay informed?</li> <li>• How are the solutions relevant to me?</li> <li>• What speakers or demos can I expect?</li> </ul>	<ul style="list-style-type: none"> <li>• Where can I find the Philips booth?</li> <li>• How do I catch the demos I've missed?</li> <li>• What were the highlights of the day?</li> <li>• How do I stay attuned to the latest news?</li> <li>• I want to learn more about Philips solutions</li> </ul>	<ul style="list-style-type: none"> <li>• How can I found about about future events?</li> <li>• I want more product information</li> <li>• How can I follow up for more information?</li> <li>• I want to sign up for more product releases</li> <li>• Where can I buy products seen at the event?</li> </ul>
<b>Content narrative</b>	<p>Communicate and inform what the brand stands for and the value it can offer</p> <p><b>Example:</b> What to expect at the event, product teaser, exclusive highlights of previous years' events. Reasons to attend. Event newsletter and pre-registration</p>	<p>Inspire and captivate users through diverse content, helping to build a relationship. Educate the user user on solutions while giving them guidance and support.</p> <p><b>Example:</b> User generated content, case studies for deeper learning from event activations, live streams, highlight tutorials and digital versions of on-site demos</p>	<p>Help drive users to the right product, contact and progress them further along their path to purchase. For B2C, focus is on transaction whereas B2B would be defining a qualified lead.</p> <p><b>Example:</b> eNurture, product details, sales contact, use cases, Q&amp;A etc</p>

# Event phases

The phases effect the impact of the layout. This means adding or removing sections while the pages are live.

In the case of small events we advise to archive the page once the event is over due to lack of content.

See example wireframes left.

Templates in this guide are based on the during event phase

Pre



During



Post





# Template guidance

# Modular process

Pages are built upon a modular process. The page owner (usually a marcom manager acting as campaign manager for the event) can use the layouts as a starting point with the option to add or remove components.

The page owner together with DS should discuss the options and limitations, however, as a general principle, it's advised to stay close to the proposed layout.





# Events landing page structure



## Landing page structure 1

1. Lead with impactful image/title/short descriptor and virtual booth tour
2. Statement and welcome video
3. Key event topic/register for sessions and demos plus full programme
4. Experience quote
5. Upcoming Masterclasses
6. Meet the speakers
7. Virtual booth tour
8. Experience statement
9. Symposia and Peer insights
10. Talk to a Philips Expert
11. Trending and news feed
12. Contact form
13. Philips footer



## Landing page structure 2

1. Lead with impactful image/title/short descriptor and virtual booth tour
2. Experience quote
3. Virtual booth tour
4. Key event topic/register for sessions and demos plus full programme
5. Upcoming Masterclasses
6. Symposia and Peer insights
7. Talk to a Philips Expert
8. Meet the speakers
9. Trending and news feed
10. Contact form
11. Philips footer

# Content and structure explained: structure 1

The structure illustrates the order of content for a during-event page.

Keep the text short and snappy to maintain engagement. Avoid long titles and body text, as this will not be read by the user.

## Welcome message

Headline and short body description sets the tone of the event.

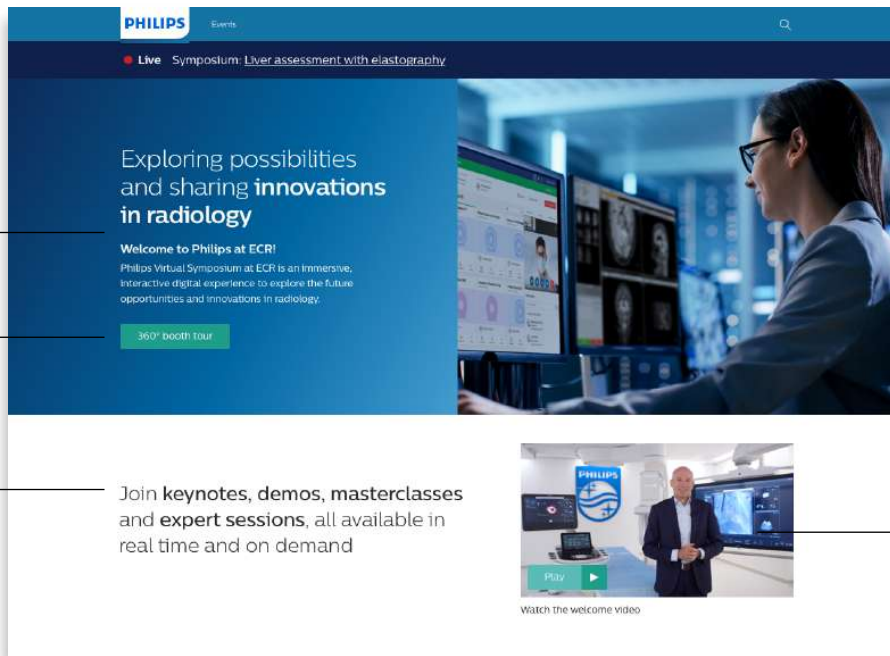
## Action button

Allows the user to explore the virtual booth.

## Statement

Key statement notifies the user what they're to expect from the experience.

Join **keynotes, demos, masterclasses** and **expert sessions**, all available in real time and on demand



## Live: Currently in-session

The red dot seen in the live bar should flash when there is an active session, this element is always shown at the top of the page as you scroll through. **At the moment this component is not available yet.**

## Impactful image

Chose an image that's impactful, engaging and focused on the event theme. For more guidance on imagery see page 21.


## Welcome video

The video triggers the user to view.


# Content and structure explained: structure 1



Not to be missed



Register here for sessions and demos



View all sessions

“ We're not just digitizing ECR, we're digitizing radiology. Discover how technology is creating a bright future for diagnostic imaging solutions”

**Key event topic**  
Highlight of a key topic with information about a specific topic. This can be hand picked by the event organizer.

**Button**  
Activation button that allows the user to register.

**Other event topics and registration**  
Allows the user to register to other session and demos.

**View all session button**  
Overview of the event topics and demos.

Allows user to explore the programme on a topic level.


**Title of session/demo**  
Lead with the session/demo title followed by a short introduction followed by the 'Register now' hyperlink.

**Key statement quote**  
Generates captures the excitement of the event, maintaining engagement.

# Content and structure explained: structure 1




## Upcoming masterclasses



**Up next: 29th of next month 11:30-12:30 CST**

Lorem ipsum dolor sit amet, consetetur adipis cing edit, bisse ac verstita lora m hunc.

[Register now](#)




**Up next: 30th of next month 14:30-15:30 CST**

Lorem ipsum dolor sit amet, consetetur adipis cing edit, bisse ac verstita lora m hunc.


[Register now](#)

## Meet the speakers




**Vikie Cote**

Writer and best-seller publisher  
Talks: Precision Diagnosis




**Cai Reeve**

CEO Jeroen Bosch Hospital  
Talks: Oncology Solutions



**Ashwin Hatfield**

Senior Product Designer  
Talks: Systems Overview



**Yuping Chan**

Senior CMF Designer  
Talks: Care Pathways

**Action button**  
Allows the user to register the masterclasses.

**Upcoming masterclass photography**  
Choose colorful and inspiring photography that maintains engagement.

**Meet the speakers**  
Overview of the guest speakers and short bio.

# Content and structure explained: structure 1

Jump into our virtual booth and take a tour



**Virtual booth tour**  
Allows the user to explore the booth.

**Action button**  
Allows the user to register and enter the booth.

Explore all the latest Philips radiology innovations and go in-depth in the areas that interest you.

Explore all



“ The art of healthcare consists of informing the patient while we diagnose the disease.”

Emma Santhberg  
Creative lead

**Experience statement**  
Optional, the statement informs the user and maintains engagement.

**Symposia and peer insights**  
Followed by short introduction text and hyperlinks.



Symposia

Pellentesque hendit nislacus, vitae consequat  
leberis consectetur sit amet aenean ornare.

View sessions >



Peer insights

Pellentesque hendit nislacus, vitae consequat  
leberis consectetur sit amet aenean ornare.

Join the conversation >

# Content and structure explained: structure 1



**Talk it all through with a Philips expert**

The best business conversation are personal, and collaborative. Let's discuss how we can partner and share both the risks and the rewards.

**Kees Wesdorp**  
Business Leader Precision Diagnosis

[Request a meeting](#)

**What's trending**

**@PhilipsLiveFrom**

Join us for a LinkedIn Live session on how #healthcare organizations can team up to realize environmental  
[twitter.com/1/web/status/1...](#)  
12 October

Is sustainable development good for business? It's the only way to do business. Robert Metzke explains...  
[twitter.com/1/web/status/1...](#)  
12 October

Join us for a LinkedIn Live session on how #healthcare organizations can team up to realize environmental  
[twitter.com/1/web/status/1...](#)  
12 October

[Read more](#)

**News**

**Frans van Houten talks accelerating the digital transformation of care at HLTH 2020**  
[Read more](#)

**Philips partners with LeQuest to provide online interactive training in ultrasound**  
[Read more](#)

**Philips wins the IEEE Spectrum Technology in the Service of Society Award**  
[Read more](#)

[Read more news](#)

**Get in touch**  
Users who are looking to talk to a Philips expert related to a specific topic.

**Action button**  
Allows users to request a one-to-one meeting.

**Twitter streaming**  
Twitter feed with the latest tweets.

Only relevant for events that have live Twitter feed.

**Hyperlinks**  
Direct the user to the related twitter account and more related twitter feeds.

**News feed**  
Tagged articles relating to the event will automatically appear in the feed. It's important for the event organiser to determine what news need to be shown here.

**Go to the news article**

**Hyperlink to more related news articles**



# Content and structure explained: structure 1

## Contact form

A standard contact form at the bottom of the page.

This component has been taken from our existing components.

## Action button

Allows the user to continue to the next step.

## Default footer

## How can we help?

Select an option

If you would like to receive additional information, stay updated with the latest news from Philips or get in contact with a Philips representative, please fill out the form below.

1 Contact details > 2 Information details > 3 Contact information

Austria

First name\*

Last name\*

E-mail address\*

Business phone\*

Continue

## Message topic

This allows for messages to be redirected to the right contact person at Philips.

Connect with Philips



Select country: United States - English  
Select site: Philips - United States

Careers | Contact Philips | Philips | Privacy Notice | Cookie notice | Terms of use | Product security | Facebook | Twitter | Sitemap

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# Brand elements



# Brand elements: flat color

We use a mix of dark, mid-tone blues and bright aqua from our color palette.



	Cool blue	Blue	Aqua	Cool green	Green	Orange	Warm red	Magenta	Purple	Warm grey	Cool grey
<b>Dark</b>	 <p>PANTONE 288 CP C 130 M 29 Y 0 K 37 R 0 G 44 B 119 HEX #000C77</p>	 <p>PANTONE 240 CP C 100 M 53 Y 0 K 65 R 0 G 50 B 93 HEX #001290</p>	 <p>PANTONE 247 CP C 85 M 19 Y 29 K 52 R 30 G 76 B 93 HEX #244C50</p>	 <p>PANTONE 1435 CP C 61 M 15 Y 77 K 69 R 30 G 76 B 93 HEX #144835</p>	 <p>PANTONE 484 CP C 1 M 80 Y 50 K 33 R 150 G 52 B 38 HEX #993A26</p>	 <p>PANTONE 222 CP C 0 M 100 Y 0 K 44 R 109 G 30 B 34 HEX #D9544A</p>	 <p>PANTONE 98 CP C 0 M 96 Y 50 K 54 R 100 G 35 B 32 HEX #782434</p>	 <p>PANTONE 222 CP C 21 M 100 Y 0 K 42 R 109 G 30 B 34 HEX #D9544A</p>	 <p>PANTONE 262 CP C 83 M 100 Y 0 K 44 R 0 G 15 B 98 HEX #200F58</p>	 <p>PANTONE Warm Grey 11 CP C 46 M 47 Y 50 K 30 R 110 G 93 B 90 HTML:9F639F</p>	 <p>PANTONE Cool Grey 11 CP C 63 M 52 Y 44 K 33 R 84 G 88 B 99 HTML:543860</p>
<b>Mid-tone</b>	 <p>PANTONE 245 CP C 100 M 71 Y 0 K 2 R 0 G 78 B 170 HEX #004EAA</p>	 <p>PANTONE 305 CP C 100 M 32 Y 0 K 25 R 0 G 58 B 109 HEX #00529F</p>	 <p>PANTONE 5473 CP C 86 M 24 Y 33 K 45 R 17 G 94 B 107 HEX #115E5E</p>	 <p>PANTONE 349 CP C 65 M 3 Y 91 K 44 R 7 G 107 B 59 HEX #07683B</p>	 <p>PANTONE 371 CP C 40 M 10 Y 98 K 59 R 84 G 98 B 37 HEX #546225</p>	 <p>PANTONE 200 CP C 0 M 70 Y 100 K 13 R 190 G 85 B 0 HEX #E65500</p>	 <p>PANTONE 198 CP C 0 M 54 Y 100 K 1 R 232 G 124 B 0 HEX #D07C00</p>	 <p>PANTONE 228 CP C 0 M 100 Y 0 K 33 R 138 G 30 B 34 HEX #E65500</p>	 <p>PANTONE 2607 CP C 85 M 100 Y 0 K 13 R 80 G 3 B 127 HEX #5C037F</p>	 <p>PANTONE Warm Grey 9 CP C 38 M 37 Y 35 K 15 R 144 G 130 B 124 HTML:8D828D</p>	 <p>PANTONE Cool Grey 9 CP C 50 M 40 Y 34 K 17 R 117 G 121 B 130 HTML:757982</p>
<b>Bright</b>	 <p>PANTONE 285 CP C 90 M 47 Y 0 K 0 R 10 G 114 B 218 HEX #001D3A</p>	 <p>PANTONE 3005 CP C 103 M 35 Y 0 K 2 R 15 G 100 B 205 HEX #0017C3</p>	 <p>PANTONE 2473 CP C 76 M 6 Y 44 K 8 R 38 G 154 B 145 HEX #285A91</p>	 <p>PANTONE 348 CP C 33 M 0 Y 98 K 17 R 0 G 113 B 84 HEX #009540</p>	 <p>PANTONE 370 CP C 41 M 0 Y 100 K 10 R 101 G 142 B 30 HEX #6959C2</p>	 <p>PANTONE 138 CP C 0 M 54 Y 100 K 1 R 232 G 124 B 0 HEX #D07C00</p>	 <p>PANTONE 191 CP C 0 M 85 Y 30 K 0 R 240 G 66 B 121 HEX #F04379</p>	 <p>PANTONE 228 CP C 0 M 100 Y 0 K 2 R 209 G 0 B 119 HEX #E01077</p>	 <p>PANTONE 2287 CP C 61 M 83 Y 0 K 0 R 131 G 69 B 86 HEX #6E458A</p>	 <p>PANTONE Warm Grey 7 CP C 35 M 34 Y 36 K 11 R 151 G 141 B 129 HTML:978D8B</p>	 <p>PANTONE Cool Grey 7 CP C 38 M 29 Y 24 K 8 R 132 G 134 B 145 HTML:98BAA5</p>
<b>Light</b>	 <p>PANTONE 284 CP C 54 M 19 Y 0 K 0 R 10 G 171 B 243 HEX #62A073</p>	 <p>PANTONE 2995 CP C 79 M 3 Y 0 K 0 R 0 G 100 B 255 HEX #00A08B</p>	 <p>PANTONE 7472 CP C 61 M 0 Y 28 K 0 R 92 G 185 B 187 HEX #3CB9BB</p>	 <p>PANTONE 347 CP C 12 M 0 Y 97 K 0 R 10 G 156 B 73 HEX #6D0C4D</p>	 <p>PANTONE 369 CP C 38 M 0 Y 100 K 4 R 101 G 159 B 18 HEX #6564D3</p>	 <p>PANTONE 137 CP C 0 M 36 Y 100 K 0 R 255 G 164 B 15 HEX #FF9400</p>	 <p>PANTONE 183 CP C 0 M 46 Y 6 K 0 R 252 G 165 B 193 HEX #F080C1</p>	 <p>PANTONE 224 CP C 5 M 64 Y 0 K 0 R 225 G 111 B 169 HEX #E666FD</p>	 <p>PANTONE 2577 CP C 39 M 58 Y 0 K 0 R 107 G 122 B 245 HEX #A77A07</p>	 <p>PANTONE Warm Grey 4 CP C 25 M 24 Y 25 K 2 R 182 G 174 B 174 HTML:98A6AE</p>	 <p>PANTONE Cool Grey 4 CP C 34 M 17 Y 15 K 0 R 187 G 189 B 199 HTML:98B0C7</p>
<b>Pale</b>	 <p>PANTONE 283 CP C 41 M 11 Y 0 K 0 R 107 G 164 B 248 HEX #95C2F8</p>	 <p>PANTONE 2095 CP C 37 M 0 Y 0 K 0 R 154 G 215 B 249 HEX #95A279</p>	 <p>PANTONE 7471 CP C 48 M 0 Y 10 K 0 R 126 G 221 B 222 HEX #7ED0DE</p>	 <p>PANTONE 344 CP C 35 M 0 Y 35 K 0 R 160 G 226 B 187 HEX #A00A8B</p>	 <p>PANTONE 365 CP C 23 M 0 Y 56 K 0 R 193 G 226 B 146 HEX #F0C202</p>	 <p>PANTONE 134 CP C 0 M 11 Y 62 K 0 R 255 G 211 B 122 HEX #FFD03A</p>	 <p>PANTONE 182 CP C 0 M 30 Y 0 K 0 R 250 G 188 B 219 HEX #F8BCD9</p>	 <p>PANTONE 217 CP C 1 M 27 Y 0 K 0 R 234 G 190 B 219 HEX #E684DE</p>	 <p>PANTONE 2567 CP C 34 M 38 Y 0 K 0 R 193 G 160 B 232 HEX #C1A6E4</p>	 <p>PANTONE Warm Grey 3 CP C 10 M 10 Y 11 K 0 R 216 G 210 B 215 HTML:98D4D7</p>	 <p>PANTONE Cool Grey 3 CP C 10 M 7 Y 5 K 0 R 217 G 218 B 228 HTML:98D4E4</p>

## Brand elements: gradient color

We use mid-tone blue gradient for background information boxes only.





# Brand elements: color used

Live bar dot: signal red



PANTONE 485 C  
C 0 M 95 Y 35 K 0  
R 238 G 43 B 31  
HTML #A7271F

Background color:  
mid-tone blue gradient



Action button:  
bright aqua



PANTONE 7473 CP  
C 76 M 6 Y 44 K 8  
R 38 G 154 B 145  
HEX #259AD1

Typography: cool grey 11



PANTONE  
Cool Grey 11 CP  
C 53 M 52 Y 44 K 33  
R 54 G 50 B 56  
HTML #444444

PHILIPS Events

Live Symposium: Liver assessment with elastography

Exploring possibilities and sharing innovations in radiology

Welcome to Philips at ECR!  
Philips Virtual Symposium at ECR is an immersive, interactive digital experience to explore the future opportunities and innovations in radiology.

360° booth tour

PHILIPS

Watch the welcome video

Live bar: dark blue



PANTONE 540 CP  
C 100 M 51 Y 0 K 65  
R 0 G 50 B 93  
HEX #003252



## Brand elements: photography

Our photography draws you in. It feels unrehearsed, warm and relatable. When choosing imagery for the events landing page, be sure to choose images that are rich in color, vibrant and contrast. Human, honest and diverse help tell the story and engage the user.





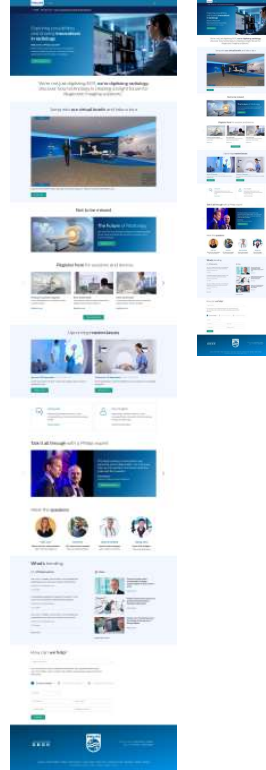
# Event landing page layout overview

# Landing page layout overview

**Structure 1: layout**  
Desktop and mobile



**Structure 2: layout**  
Desktop and mobile



**Structure 1: with Philips Live!**  
Desktop and mobile





# New brand visualization template

## Structure 1: new brand language

Desktop only

This is for visual purposes only.

