



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 on Our Brand.



Contents

- Experience journey
- Event phases
- Modular process
- Events landing page structure
- Content and structure explained (structure 1)
- Brand elements: flat color
- Brand elements: gradient color
- Brand elements: colors used
- Brand elements: photography
- Template overview



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
Business goal	Awareness of Philips event and registration for the event	Engagement with Philips at the live event or online engagement on the event platform	Conversion via registration form, email capture or completed transaction
KPI(s)	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
User mindset	<ul style="list-style-type: none"> • What is the event about? • How can I learn more about Philips? • How can I stay informed? • How are the solutions relevant to me? • What speakers or demos can I expect? 	<ul style="list-style-type: none"> • Where can I find the Philips booth? • How do I catch the demos I've missed? • What were the highlights of the day? • How do I stay attuned to the latest news? • I want to learn more about Philips solutions 	<ul style="list-style-type: none"> • How can I found about about future events? • I want more product information • How can I follow up for more information? • I want to sign up for more product releases • Where can I buy products seen at the event?
Content narrative	<p>Communicate and inform what the brand stands for and the value it can offer</p> <p>Example: 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>Example: 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>Example: eNurture, product details, sales contact, use cases, Q&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.

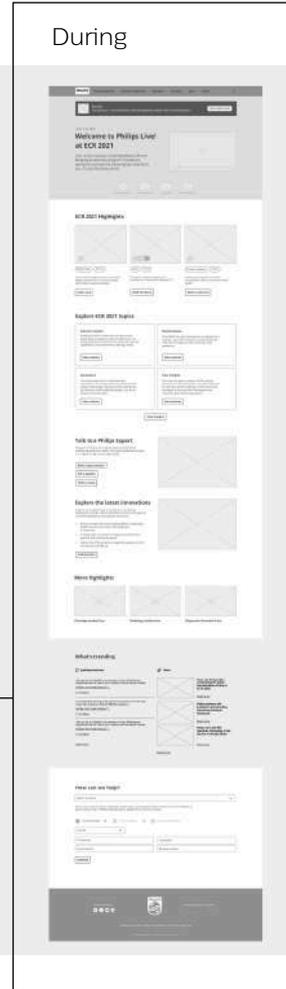
See example wireframes left.

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.

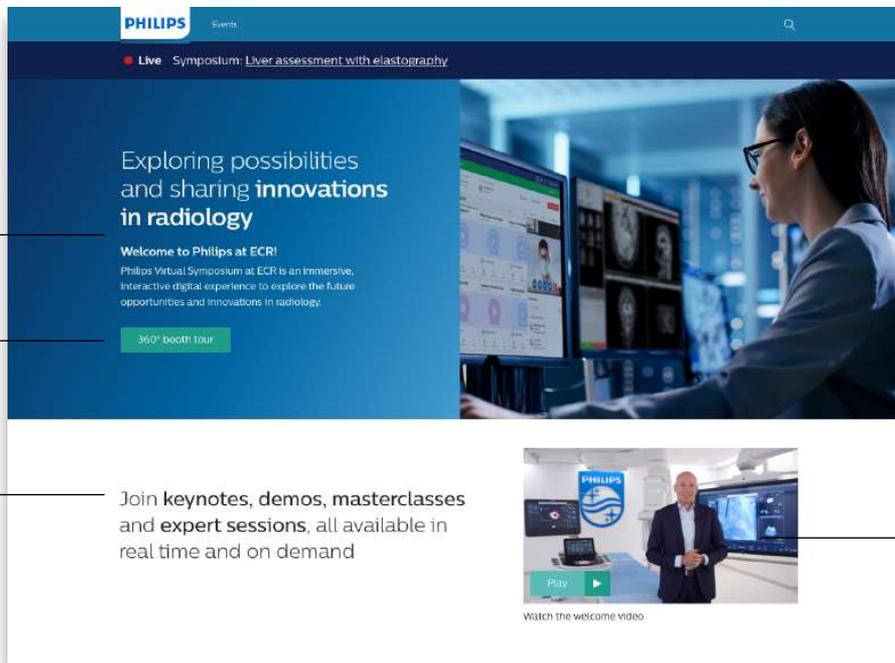
Action button

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”

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.

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.

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 Diagnostics



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
Dark	 PANTONE 288 CP C 130 M 29 Y 0 K 37 R 0 G 44 B 119 HEX #000C77	 PANTONE 340 CP C 100 M 53 Y 0 K 65 R 0 G 50 B 93 HEX #001290	 PANTONE 347 CP C 85 M 19 Y 29 K 52 R 30 G 76 B 93 HEX #244C50	 PANTONE 1435 CP C 10 M 15 Y 77 K 69 R 30 G 76 B 93 HEX #144835	 PANTONE 484 CP C 1 M 80 Y 90 K 33 R 100 G 52 B 38 HEX #993A26	 PANTONE 222 CP C 0 M 100 Y 0 K 44 R 109 G 30 B 34 HEX #D9544A	 PANTONE 98 CP C 0 M 96 Y 56 K 54 R 100 G 35 B 52 HEX #782434	 PANTONE 222 CP C 21 M 100 Y 0 K 42 R 109 G 30 B 34 HEX #D9544A	 PANTONE 262 CP C 83 M 100 Y 0 K 44 R 0 G 15 B 98 HEX #200F58	 PANTONE Warm Grey 11 CP C 46 M 47 Y 50 K 30 R 101 G 93 B 90 HTML: #9E9E9E	 PANTONE Cool Grey 11 CP C 03 M 52 Y 44 K 33 R 84 G 88 B 99 HTML: #A9A9A9
Mid-tone	 PANTONE 345 CP C 100 M 71 Y 0 K 2 R 0 G 78 B 170 HEX #004EAA	 PANTONE 305 CP C 100 M 32 Y 0 K 25 R 0 G 58 B 109 HEX #00529F	 PANTONE 347 CP C 86 M 24 Y 33 K 45 R 17 G 94 B 107 HEX #115E5E	 PANTONE 349 CP C 85 M 3 Y 91 K 44 R 7 G 107 B 93 HEX #07683B	 PANTONE 371 CP C 40 M 10 Y 98 K 59 R 64 G 98 B 37 HEX #546225	 PANTONE 200 CP C 0 M 70 Y 100 K 13 R 190 G 85 B 0 HEX #E65500	 PANTONE 228 CP C 0 M 70 Y 100 K 13 R 190 G 85 B 0 HEX #E65500	 PANTONE 228 CP C 0 M 100 Y 0 K 33 R 138 G 30 B 34 HEX #9A0A5E	 PANTONE 2607 CP C 85 M 100 Y 0 K 13 R 90 G 3 B 127 HEX #5C037F	 PANTONE Warm Grey 9 CP C 38 M 37 Y 35 K 15 R 141 G 130 B 128 HTML: #D9D9D9	 PANTONE Cool Grey 9 CP C 50 M 40 Y 34 K 17 R 117 G 121 B 130 HTML: #B9B9B9
Bright	 PANTONE 285 CP C 90 M 47 Y 0 K 0 R 10 G 114 B 218 HEX #0012DA	 PANTONE 3005 CP C 103 M 35 Y 0 K 2 R 15 G 100 B 205 HEX #0007C9	 PANTONE 3473 CP C 76 M 6 Y 44 K 8 R 38 G 154 B 145 HEX #285A9F	 PANTONE 348 CP C 33 M 0 Y 98 K 17 R 0 G 113 B 84 HEX #009540	 PANTONE 370 CP C 41 M 0 Y 100 K 10 R 10 G 142 B 30 HEX #00959C	 PANTONE 138 CP C 0 M 54 Y 100 K 1 R 232 G 124 B 0 HEX #D07C00	 PANTONE 191 CP C 0 M 85 Y 30 K 0 R 240 G 66 B 101 HEX #E4277E	 PANTONE 228 CP C 0 M 100 Y 0 K 2 R 209 G 0 B 119 HEX #D00077	 PANTONE 2287 CP C 61 M 83 Y 0 K 0 R 131 G 69 B 86 HEX #6E458A	 PANTONE Warm Grey 7 CP C 35 M 34 Y 36 K 11 R 151 G 141 B 139 HTML: #9E9E9E	 PANTONE Cool Grey 7 CP C 38 M 29 Y 24 K 8 R 132 G 134 B 135 HTML: #999999
Light	 PANTONE 284 CP C 54 M 19 Y 0 K 0 R 10 G 171 B 243 HEX #62A073	 PANTONE 2995 CP C 79 M 3 Y 0 K 0 R 0 G 100 B 255 HEX #00A08B	 PANTONE 3472 CP C 61 M 0 Y 28 K 0 R 92 G 185 B 187 HEX #39C98B	 PANTONE 347 CP C 10 M 0 Y 97 K 0 R 10 G 156 B 73 HEX #00C45D	 PANTONE 369 CP C 38 M 0 Y 100 K 4 R 101 G 199 B 18 HEX #6564D3	 PANTONE 137 CP C 0 M 36 Y 100 K 0 R 255 G 164 B 15 HEX #FF9400	 PANTONE 183 CP C 0 M 46 Y 6 K 0 R 252 G 165 B 193 HEX #F080C1	 PANTONE 224 CP C 5 M 64 Y 0 K 0 R 225 G 111 B 189 HEX #E666FD	 PANTONE 2577 CP C 39 M 58 Y 0 K 0 R 107 G 122 B 245 HEX #A77A07	 PANTONE Warm Grey 4 CP C 25 M 24 Y 25 K 2 R 182 G 174 B 174 HTML: #B6B6B6	 PANTONE Cool Grey 4 CP C 34 M 17 Y 15 K 0 R 187 G 189 B 199 HTML: #BDBDBD
Pale	 PANTONE 283 CP C 41 M 11 Y 0 K 0 R 107 G 164 B 248 HEX #95C2F8	 PANTONE 2095 CP C 37 M 0 Y 0 K 0 R 154 G 215 B 249 HEX #95D7F9	 PANTONE 3471 CP C 48 M 0 Y 10 K 0 R 126 G 221 B 222 HEX #7ED0DE	 PANTONE 344 CP C 35 M 0 Y 35 K 0 R 160 G 226 B 187 HEX #A0C8B8	 PANTONE 365 CP C 23 M 0 Y 96 K 0 R 193 G 226 B 146 HEX #F0C202	 PANTONE 134 CP C 0 M 11 Y 62 K 0 R 255 G 211 B 122 HEX #FFD93A	 PANTONE 182 CP C 0 M 30 Y 0 K 0 R 250 G 188 B 219 HEX #FABCD8	 PANTONE 217 CP C 1 M 27 Y 0 K 0 R 234 G 190 B 219 HEX #E684DE	 PANTONE 2567 CP C 34 M 38 Y 0 K 0 R 193 G 160 B 232 HEX #C1A6E4	 PANTONE Warm Grey 3 CP C 10 M 10 Y 11 K 0 R 216 G 210 B 215 HTML: #D9D9D9	 PANTONE Cool Grey 3 CP C 10 M 7 Y 5 K 0 R 217 G 218 B 228 HTML: #D9D9D9

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 55 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: color used

Up next dates:
mid-tone blue



PANTONE 3015 CP
C 100 M 32 Y 0 K 25
R 0 G 98 B 159
HEX #00629F

Not to be missed



The Future of Radiology
Keynote From AI to molecular biology and digital pathways, it opens the event with a keynote on the future of radiology

[Register now](#)

Register here for sessions and demos



Pathway to a precision diagnosis
Covid-19 pandemic as a catalyst for fast tracked change
[Register now](#)

Demo session (title)
Covid-19 pandemic as a catalyst for fast tracked change
[Register now](#)

Demo session (title)
Covid-19 pandemic as a catalyst for fast tracked change
[Register now](#)

[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”

Upcoming masterclasses



Up next: 29th of next month 11:30-12:30 CST
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sancto est Lorem ipsum dolor sit amet. Consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sancto est Lorem ipsum dolor sit amet. Consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sancto est Lorem ipsum dolor sit amet.

[Register now](#)

Up next: 30th of next month 14:30-15:30 CST
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sancto est Lorem ipsum dolor sit amet. Consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sancto est Lorem ipsum dolor sit amet.

[Register now](#)

Meet the speakers



Vivian Cote
Writer and best-seller publisher
Talks: Precision Diagnosis

Cal Reeve
CEO Jeroen Bosch Hospital
Talks: Oncology Solutions

Aslwin Hatfield
Senior Product Designer
Talks: Systems Overview

Yuping Chan
Senior CMT Designer
Talks: Care Pathways

Hypertexts:
mid-tone blue



PANTONE 3015 CP
C 100 M 32 Y 0 K 25
R 0 G 98 B 159
HEX #00629F

Background block:
mid-tone blue
30% opacity



PANTONE 3015 CP
C 100 M 32 Y 0 K 25
R 0 G 98 B 159
HEX #00629F

Speaker names:
mid-tone blue



PANTONE 3015 CP
C 100 M 32 Y 0 K 25
R 0 G 98 B 159
HEX #00629F

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.

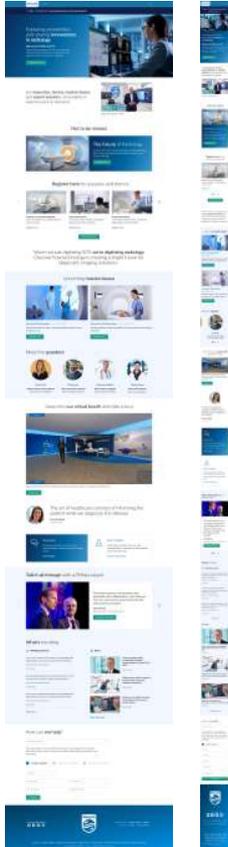




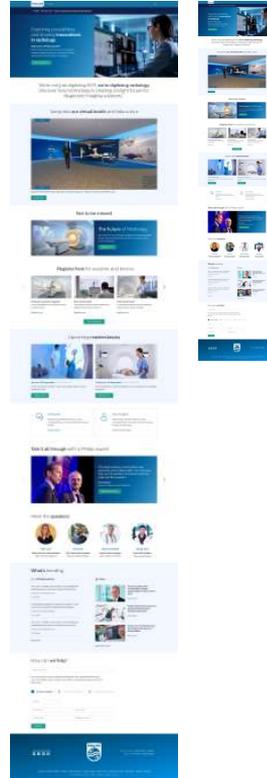
Event landing page layout overview

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.

