



# Case Study

*Influence***Live**

by Kelly Ann Tin Kwan Yuen





# Hello, we are INFLUENCE LIVE

We are collaborating with Nexa agency to bring back the joy and innovation of Influence Live national conference of 2026.

## What is it?

INFLUENCE LIVE is a two day high-energy indoor tech conference taking place in Los Angeles in May 2026.

**Date:** Saturday May 23th and Sunday May 24th

**Time:** 10am to 7pm

**Location:** Los Angeles Convention Center



INFLUENCE LIVE

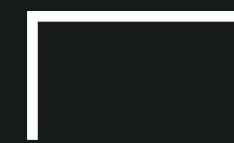
# Why attend?

A premier networking opportunity for digital entrepreneurs to explore emerging technologies, discover innovative platforms, and stay ahead of industry trends.

**Audience:** Digital entrepreneurs & general public  
(eg. Youtube, Streamers, Twitch, gamer, etc )



# The Process



# Building INFLUENCE **LIVE**

I was responsible for building the conference visual identity including the promotional elements surrounding it.



## 1. BRAND IDENTITY





### Logotype

INFLUENCE **LIVE**

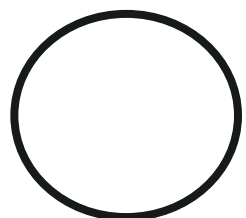
### Brandmark



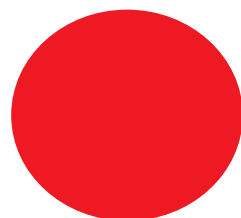
### Submark



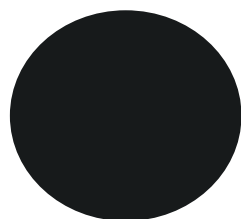
### Color Palette



White  
FFFFFF



Digital Red  
FE0000



Midnight Black  
0A0A0F

### Typography

AA

#### Cardot

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890@#%\*^&

Aa

#### Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890@#%\*^&

# What to expect?

Through keynote speakers, **interactive workshops**, **panel discussions** and **live demos**, participants will expand their knowledge while building meaningful connections.



## 2. WAYFINDING

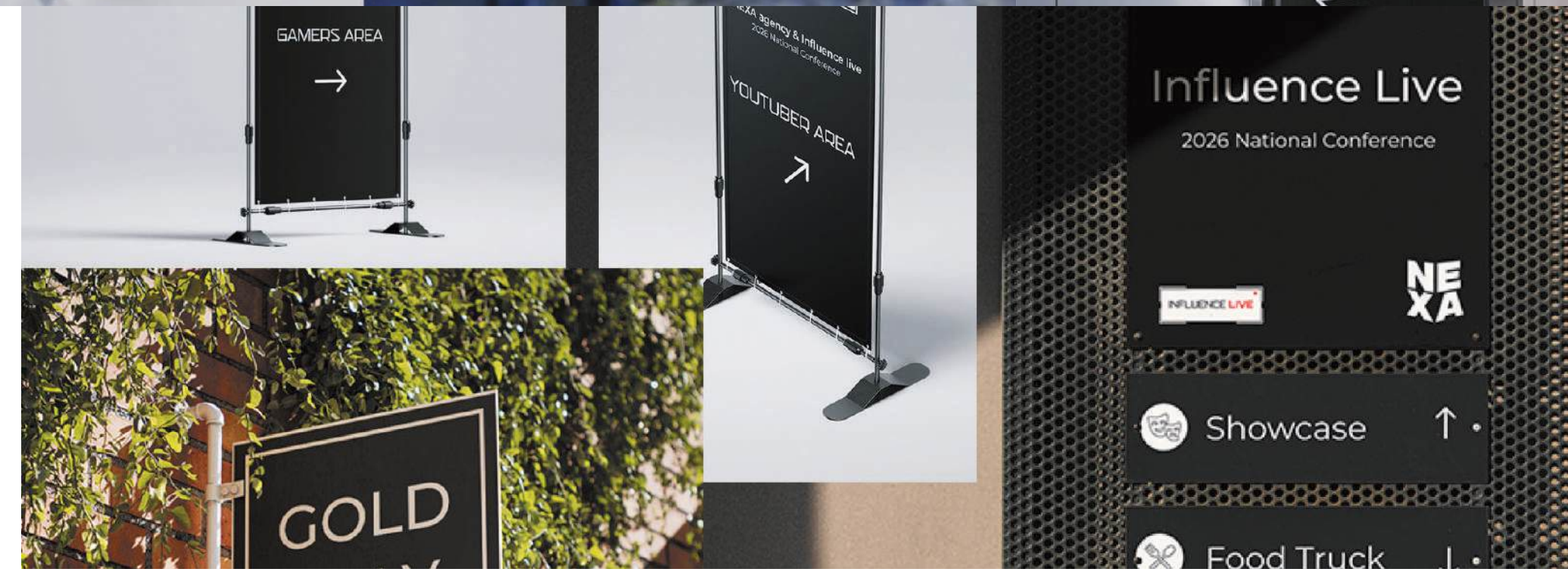
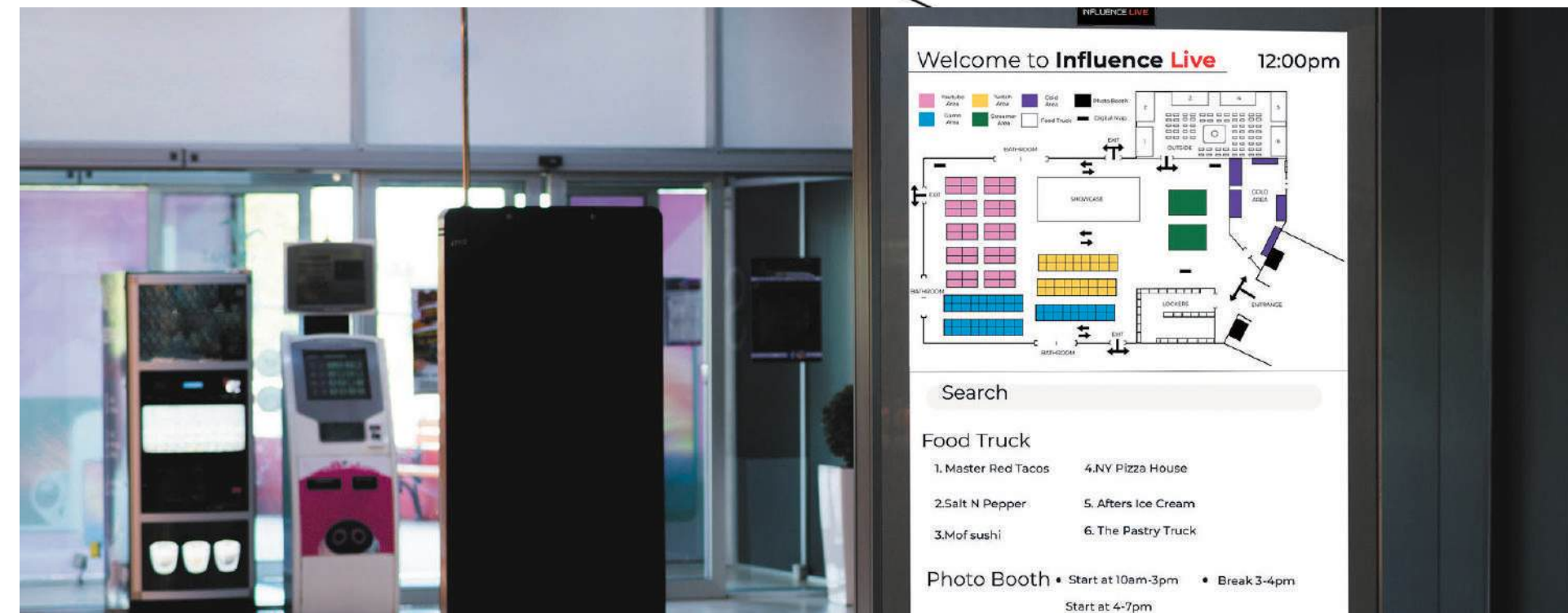
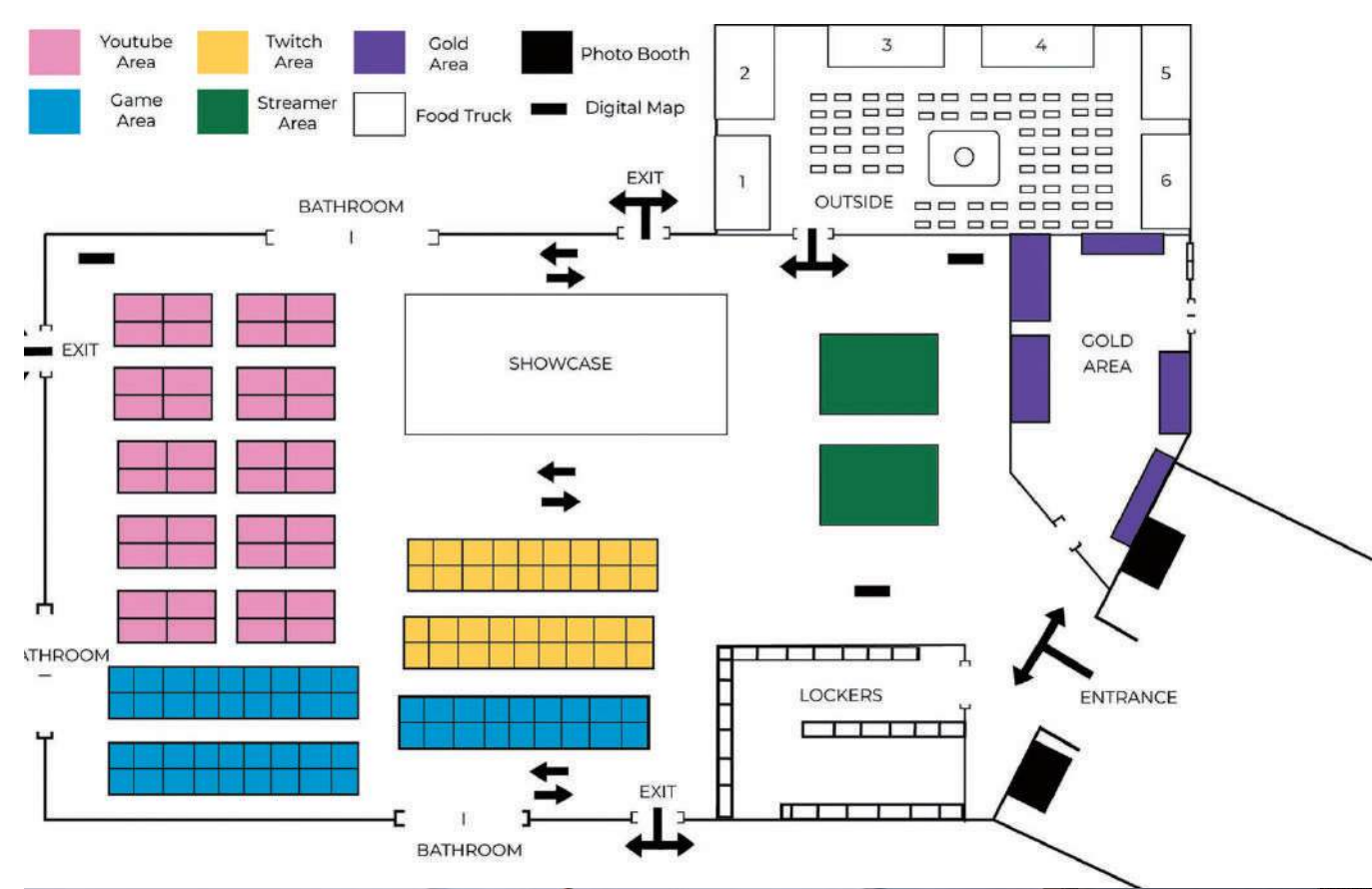


## Signage

Floor plan map will be distributed at the entrance but will also be navigable in the digital directional map stand located at multiple locations.

Signs are used to help the public easily navigate the location and find what they are looking for in an efficient manner.





# App

Welcome to InfluenceX, the official app for the INFLUENCE LIVE 2026 conference! Whether you're launching a startup, scaling your brand, or exploring the latest in digital innovation, InfluenceX is your all-in-one tool to connect, learn, and grow.

**From Presence to Power**

## What it does?

Whether you're onsite in Los Angeles or joining virtually, InfluenceX is your ultimate companion for a high energy and engaging conference experience.

### **Personalized Agenda & Scheduling**

Customizable Schedule: Create your own agenda by selecting keynotes and workshops.

### **Real-time Notifications & Alerts**

Event Calendar & Agenda: Access event calendar and mark sessions you don't want to miss.

### **Food & Beverage Locations**

Food Truck Map: Locate food trucks & meal stations around the venue for dining options.

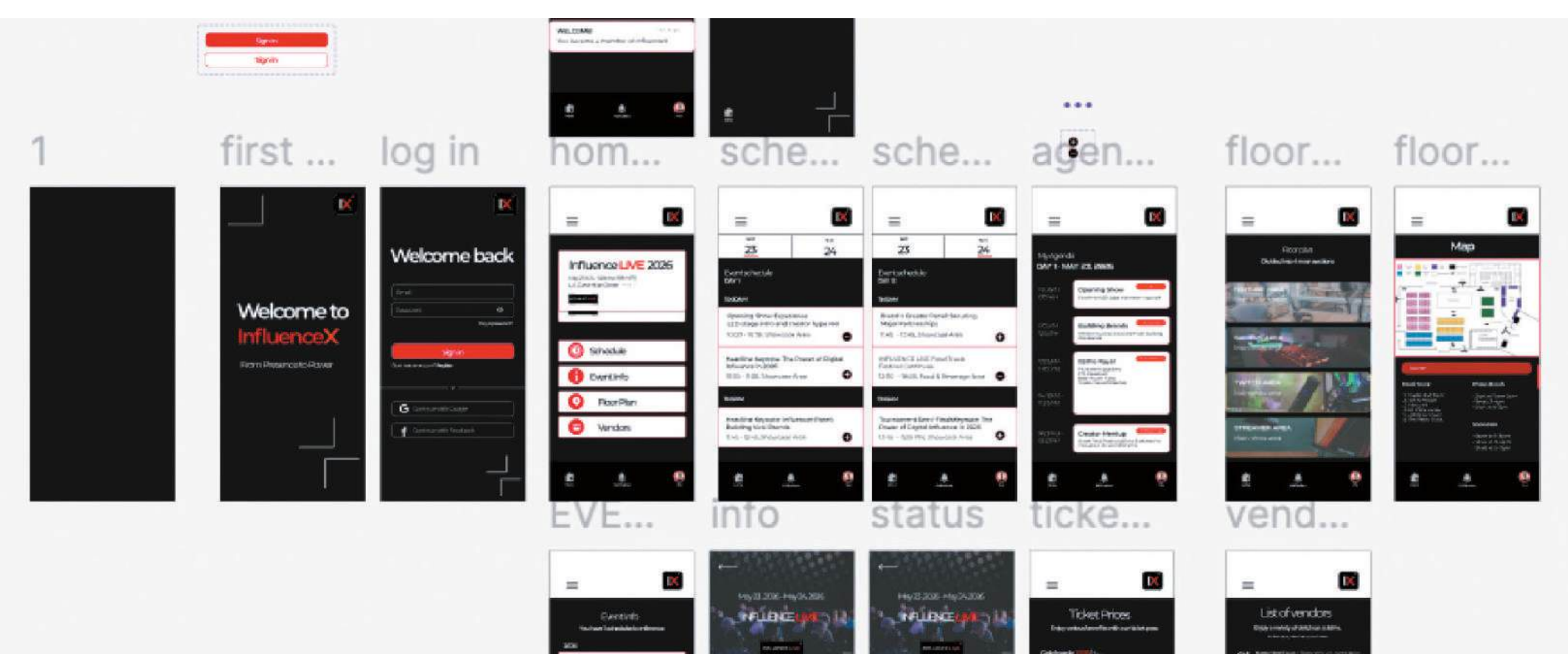
### **Interactive Venue Map & AR Navigation**

Venue Floor Plan: Easily navigate the Los Angeles Convention Center

### **Ticket & Access Information**

View detailed descriptions of ticket including benefits and exclusive access.

INFLUENCE LIVE



## 3. MERCHANDISE

# Welcome bag

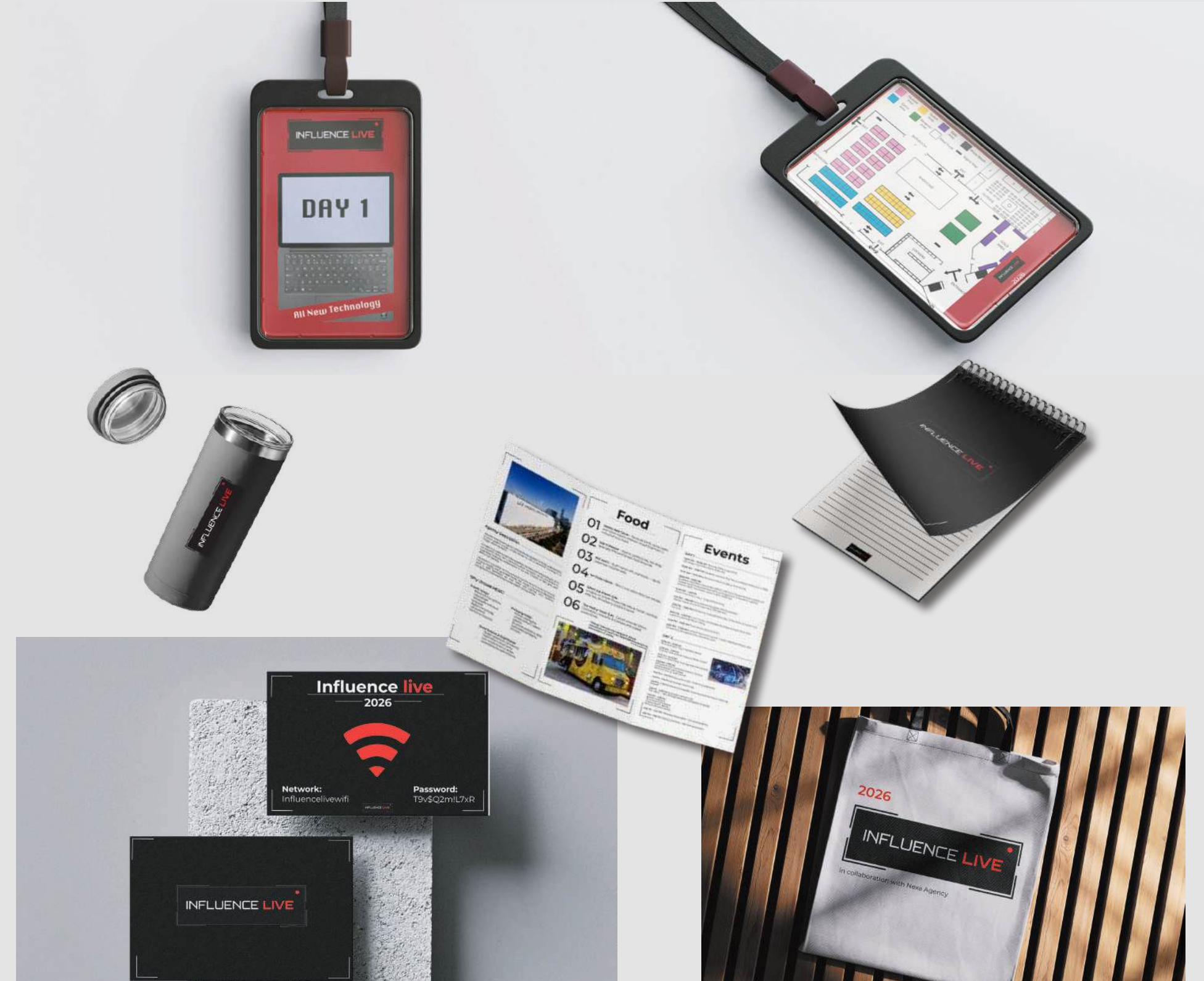
A welcome bag will be provided to all guest upon entrance.

## Contains:

- Badge with lanyard (stage map behind)
- Water bottle
- Wifi detail card
- Pamphlet with food truck list & scheduled events)
- Notepad & pen

## Gold Bag (in addition to merch in welcome bag) :

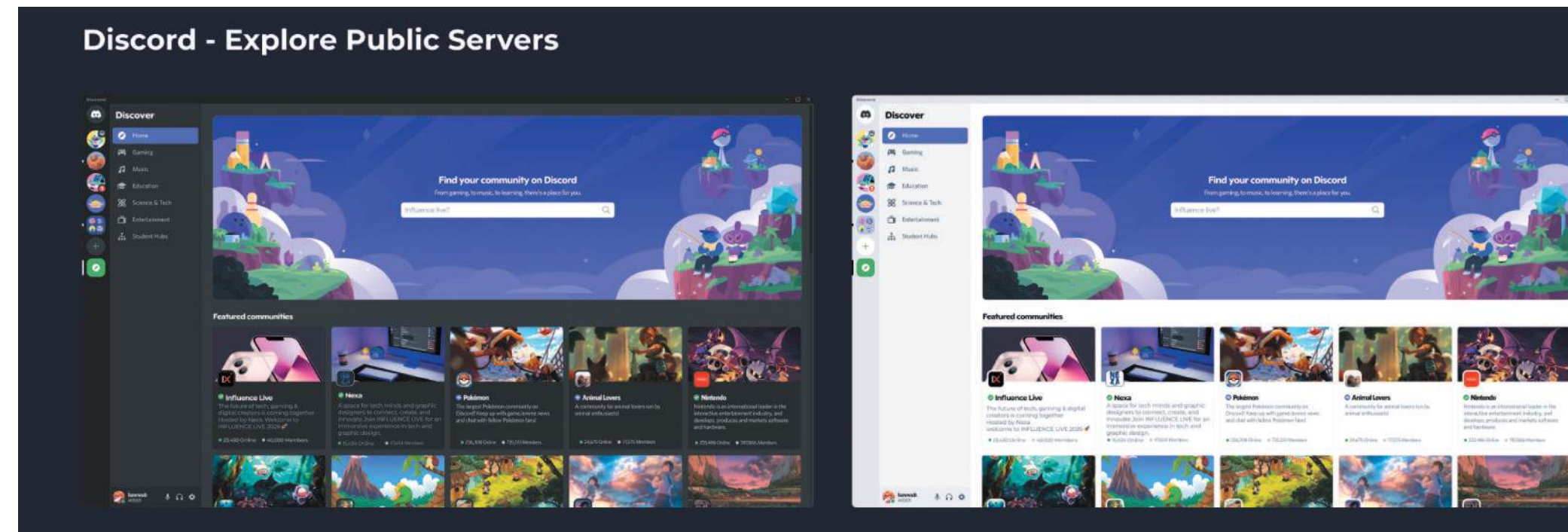
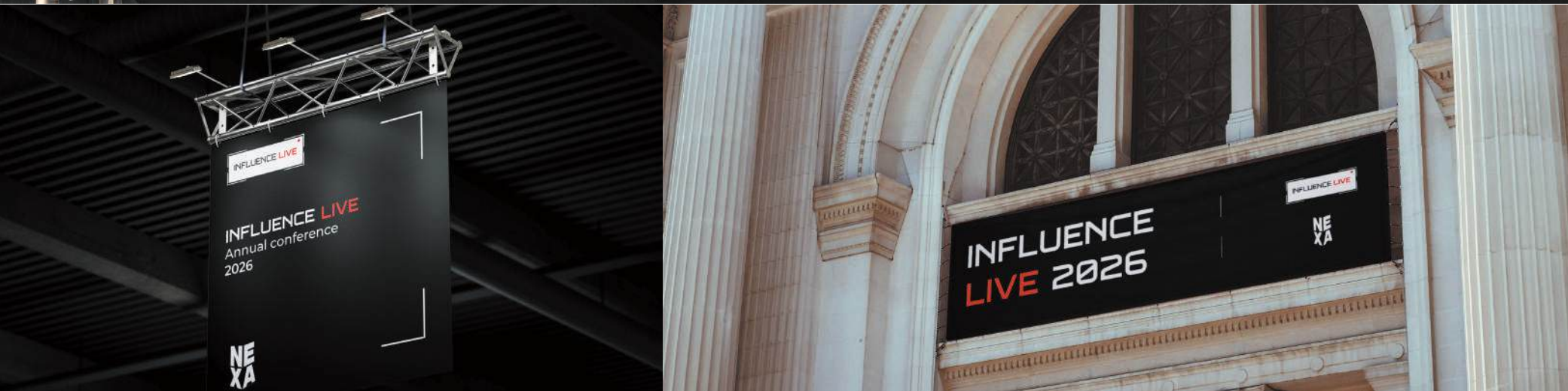
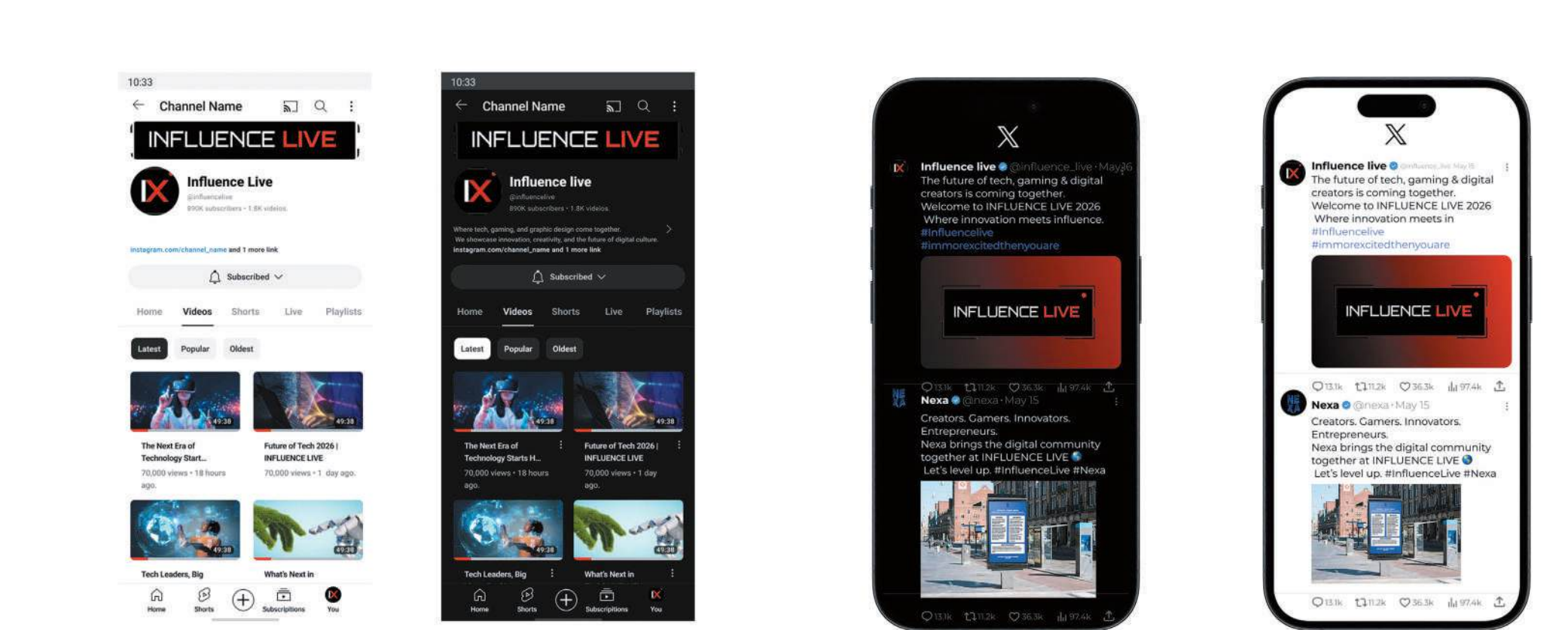
- Hoodie
- Personalized thank you letter
- Premium portable charger
- Custom chocolate assorted gift

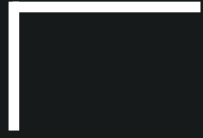




## 4. PROMOTIONAL







# Join us

Come join us for an amazing time at InfluenceLive. Meet your favorite gamers & enjoy some member benefits all year round.

