

F A M E

EVENTS + BRAND ACTIVATIONS

The Psychology of “Wow”

How to make
your event one
people
remember

— FAME-EVENTS.COM.AU



Paul Norris Private Event

F A M E

About us

We believe every event has the potential to create a memory, the kind guests can't stop talking about.

At FAME, our focus isn't just on logistics or pretty decor. We design experiences that spark emotion, capture attention, and linger in the minds of your audience. From the moment guests arrive to the final goodbye, every detail is crafted to create those unforgettable "wow" moments.

In this guide, we'll explore how to harness psychology, emotion, and clever design to make your events truly memorable and give you practical ways to give your events the "wow" factor.



F A M E

What does 'wow' really mean?

"Wow" moments aren't about big budgets, they're about creating a feeling that sticks. It's that spark when guests smile, pause, or lean in to capture the moment. We've spent years designing events that people talk about long after the lights go down.

Let's dive into what really creates that magic and how you can make every guest walk away thinking, "wow that was amazing."



The psychology behind “WOW”

People don't remember every detail, they remember how an event made them feel and sensory triggers play a huge role. Lighting, music, scent, and even temperature subtly influence how guests perceive and remember experiences. A well-timed reveal, the flow of the space, or even a small surprise can dramatically influence a person's memory.

At the Gennue Lab brand activation event, the goal was to immerse guests in a rainforest and prepare them for a yoga session. From the moment they entered, the calming scent of greenery filled the air, complemented by the gentle sounds of flowing water and birdsong. These layered sensory cues helped guests relax and get into the right mindset for yoga far more quickly than the setting alone could have done.

When you plan around emotion rather than just aesthetics, you create an experience guests can't help but remember and talk about.



Designing for emotion

“Wow” moments are about how guests feel, not just what they see. A carefully planned journey - from the first impression to the final goodbye - sets the stage for memorable experiences. Think anticipation, delight, and connection at every touchpoint.

At the Norris Motor Group staff party, guests were greeted by a vibrant yellow and blue entrance arch, with cocktail waitresses serving drinks in Amalfi-inspired outfits. Small bottles of limoncello were displayed on the media wall, adding an interactive and thematic touch. Seating and floral arrangements in blue, yellow, and gold reinforced the theme, and the evening ended with a spectacular fireworks display. Every element worked together to transport guests to the Amalfi coast, making the experience feel cohesive, playful, and memorable.

Storytelling guides the experience and every sign, greeting, and interaction contributes to the narrative. When you design events with emotion front and center, guests leave with a lasting impression.

Top tip: Start by mapping the guest journey from arrival to departure, each moment should feel intentional and memorable.



Things that always “wow”

It's often the smallest details that guests remember. Consider:

- Thoughtful surprises: an exciting invitation, unexpected performance, or interactive moment.
- Seamless flow: smooth transitions, clear navigation, no awkward waiting.
- Comfort that delights: great seating, intuitive signage, perfect lighting, and enjoyable food.

At our event we hosted for our 5th anniversary, we sent every guest a personalised invite with a branded cocktail shaker, recipe cards based on past events and an espresso martini, along with the tagline “Shake up your event” which received amazing feedback from guests who described it as fun, unique and quirky.

A successful “wow” moment combines attention to detail, anticipation, and emotion. It's not just what guests see, but how they feel and what they take away.

Top tip: Walk your event as a guest. If it doesn't feel effortless or enjoyable, tweak it.



What gets in the way of “wow”?

Trying to do too much can dilute your impact. Long gaps, overcrowded decor, or overlooked details (like signage or comfort) can quickly undermine even the best ideas. Guests notice when an event feels chaotic or exhausting.

The key is focus. Choose fewer, meaningful moments and execute them well. Prioritise the experiences that will stick in your guests' minds, rather than spreading effort across too many small touches. Planning with clarity ensures every detail contributes to the overall wow factor.

Even simple swaps like better timing, clearer communication, or a small surprise can elevate the experience dramatically. The goal is for guests to leave impressed, delighted, and talking about your event long after it ends.





Case Study:

Linafest

GOALS

- ✓ Launch the Grey Goose Essences range at Lina Rooftop.
- ✓ Create a buzz-worthy brand moment inspired by Coachella over 2 weeks.

RESULTS

- ✓ Reels broke venue's (Lina Rooftop) record for most views.
- ✓ The activation was consistently packed with guests.
- ✓ Massive online buzz and UGC for both brand and venue.

THE POWER OF EVENTS SPEAK FOR THEMSELVES.

FAME

“The best night” - Michael
“What a night to remember! ❤️” - Wahyudi



LINA
ROOFTOP

What our clients say



Porsche



"April was absolutely key to our success... [she] adeptly handled any challenges or changes we threw her way, finding solutions that were practical and perfectly aligned with the brand experience"



Wellness Tourism Summit



"We engaged FAME Events for a large scale corporate event with a short lead time. It was definitely the right decision as April applied a 'can-do' attitude to the planning and design of the styling elements and delivered on-brief without any stress. She and her team were an absolute pleasure to work with and I'd highly recommend their expertise."



Getty Images x Populous



"We can't thank you enough for your patience back and forth and your exceptional attention to detail over the past month or so! You gave focus to all the tiny details and that made such a significant difference to the final outcome. It was such a huge push to make it all happen and we're grateful that you took on all the heavy lifting to get things over the line with the artwork and hanging."

FAME

EVENTS + BRAND ACTIVATIONS

READY TO CRATE AN EPIC EVENT?

So are we! Get in touch with us to get the process started.

0429 596 940

hello@fame-events.com.au

[FAME-EVENTS.COM.AU](https://fame-events.com.au)