# Creating Interactive Digital Signage

This playbook outlines the steps to design and implement interactive digital signage. The signage aims to engage attendees, display pertinent information, and highlight sponsors effectively.

### Step 1: Conceptualize

Brainstorm the goals for your interactive digital signage. Consider the types of interactions it should support, the information it will display, and ways it can feature sponsors.

### Step 2: Design

Create the visual design of the signage. Ensure it is user-friendly, visually appealing, and aligns with the event's theme.

### Step 3: Content Creation

Develop the content that will be displayed on the signage including text, images, and any multimedia elements.

### Step 4: Technical Setup

Select and set up the hardware and software that will run the digital signage. Test interactivity features like touch screens or sensors.

### Step 5: Integration

Integrate interactive elements such as social media feeds, live event updates, or interactive maps.

### Step 6: Sponsor Display

Incorporate sponsor branding and messages into the design in a way that naturally engages the attendees without being obtrusive.

### Step 7: Testing

Thoroughly test the interactive digital signage to ensure that all interactive elements function correctly and the content displays as intended.

### Step 8: Deployment

Install the digital signage at the event venue in strategic locations to maximize attendee engagement and sponsor visibility.

### Step 9: Monitoring

Throughout the event, monitor the digital signage to address any technical issues and update content as needed.

### Step 10: Feedback

After the event, gather feedback from attendees and sponsors to assess the effectiveness of the digital signage and identify areas for improvement.

## General Notes

### User-Centric Design

Always prioritize the attendee experience when designing interactive elements to ensure engagement and information retention.

### Content Strategy

Develop a content strategy that keeps the digital signage dynamic and relevant throughout the duration of the event.

### Compliance

Ensure that all interactive digital signage content is compliant with the relevant advertising standards and event policies.