

SO EASY DIGITAL KIT

WITH EXPERTISE EVENTS



2026

ANI



MAYHEM

MAY 2-3 2026

**Brisbane Convention
& Exhibition Centre**

animayhem.com.au

Introduction

Please find below, for your convenience, several pre-generated Emails, Social Media Posts, and Images that look to promote YOUR presence at AniMayhem 2026. We understand that in this day and age; time is a costly asset; and so, we hope these digital pieces can assist you to deliver a successful marketing campaign, event presence and ROI.

All text has been designed so you can easily and simply drop in information relating to your brand/ business, and what you will have on offer at AniMayhem 2026, May 02-03.

Digital Assets

Your Digital Assets for the event can be found here: <https://animayhem.com.au/marketing-assets/>

Feel free to use them in any communications/ newsletters or posts you may be doing about your attendance at the event.

Event Details

Dates: May 2-3, 2026

Location: Brisbane Convention & Exhibition Centre, Brisbane

Website: <https://animayhem.com.au>

Tickets: <https://expertiseevents.eventsair.com/animayhem-2026/animayhemtix26>

Social Media

Post Number	Copy	Suggested Date
Post 1	<p>We're thrilled to announce that AniMayhem is coming to Brisbane for 2026 – happening May 2-3! 🎉</p> <p>Get ready for a weekend packed with cosplay, anime, gaming, and all things fandom. Connect with fellow fans, meet your favourite creators, and experience the mayhem live!</p> <p>Discover our latest <XXX> and grab your tickets now 🙌</p> <p>https://expertiseevents.eventsair.com/animayhem-2026/animayhemtix26</p>	Once your attendance is confirmed.
Post 2	<p>Attention anime fans! AniMayhem 2026 is almost here – two epic days of cosplay, fandom, and pure mayhem await! 🎉</p> <p>Join us May 2-3 at the Brisbane Convention & Exhibition Centre for a weekend packed with panels, guests, gaming, and community. Don't miss your chance to be part of the chaos – grab your tickets now! 🎟</p> <p>https://expertiseevents.eventsair.com/animayhem-2026/animayhemtix26</p>	Between December 2025 - May 2026
Post 3	<p>AniMayhem 2026 is officially open! 🎉</p> <p>Join us at the Brisbane Convention & Exhibition Centre for a weekend packed with anime, cosplay, gaming, and fandom fun for all ages.</p> <p>Be sure to stop by our booth for some awesome <exclusive merch and giveaways> – we can't wait to see you there! ✨</p> <p>For event details and session times, visit https://animayhem.com.au</p>	During Event
Post 4	<p>And just like that, AniMayhem 2026 comes to a close! 🙌</p> <p>What an unforgettable weekend of fandom, creativity, and community.</p> <p>A huge thank-you to everyone who joined us – from cosplayers and creators to fans and exhibitors – you made the mayhem come alive! ❤️</p> <p>Relive the highlights on our website, and we'll see you again in 2027!</p> <p>https://animayhem.com.au</p>	Post Event

Short Form Content – TikTok, Youtube Shorts, Reels

Post Number	Copy	Suggested Date
<p>Post 1</p>	<ul style="list-style-type: none"> Countdowns: 🕒 “3 days until AniMayhem 2026!” Show quick, energetic clips – packing cosplay gear, testing lights, printing passes(?? Are you printing passes for this show?), or decorating booths. End with: <ul style="list-style-type: none"> ➡️ “Get ready for a weekend of mayhem – May 2-3 at BCEC!” Behind the Scenes: 📺 Capture the setup chaos! Show your team building displays, hanging banners, rehearsing, or even traveling to Brisbane. Overlay text: “We’re setting up for AniMayhem 2026 – see you soon!” Sneak Peek: 👁️ Tease something exciting – exclusive merch, a surprise guest, or a panel moment. Hook idea: “Wanna see it first at AniMayhem 2026? Don’t blink 👁️” Add quick flashes of what’s coming, then a logo + event date outro. Travel & Arrival Vibes 🧳 “We’re on our way to AniMayhem!” Show suitcase shots, train or plane travel, arriving at the venue – paired with upbeat music and a quick “See you at BCEC!” outro. <p>Hashtags - #AniMayhem2026, #AniMayhem, #BePartOfTheMayhem Mention - @animayhem_au (TikTok) - @animayhem_au (Instagram)</p>	<p>Pre- Event Highlights</p>
<p>Post 2</p>	<ul style="list-style-type: none"> Booth Tours: 🏠 “Welcome to our booth at AniMayhem 2026!” Quick pan of your space – feature merch, displays, interactive zones, or exclusives. 🎯 Hook: “Here’s what you can find at AniMayhem this weekend – come say hi!” Meet the Team: 👤 Introduce your crew, creators, or cosplayers in fun, fast clips. Example: “Meet the faces behind the mayhem!” Keep it energetic and personal – let personalities shine! Mini Demos/ product highlights: ⚡ 15-30 second bursts showing what’s special. E.g. “Check out our exclusive AniMayhem drop – only available this weekend!” Or “Here’s how we bring the magic to life ✨” Use upbeat music or trending sounds for extra reach. Customer/ Fan Moments: ❤️ Capture visitors (with permission) trying products, showing off merch, or sharing why they love AniMayhem. Overlay text: “The mayhem energy is real!” Great for stitching into recap videos later. Trend Hook: 🎵 Use trending sounds or transitions to keep your feed fresh. Examples: <ul style="list-style-type: none"> ○ Before vs After → booth setup → “From blank space to full mayhem!” 	<p>During the Event</p>

	<ul style="list-style-type: none"> ○ <i>Favourite Finds at AniMayhem</i> → quick cuts of cool merch, art, or cosplay moments. ● AniMayhem Vibes: 📺 Show the energy of the weekend – crowds, cosplayers, panels, gaming, and main stage moments. Add text overlays like: <ul style="list-style-type: none"> ○ <i>"Day 1 vibes 🌟"</i> ○ <i>"This is what AniMayhem feels like!"</i> ○ <i>"Anime. Cosplay. Community. Mayhem."</i> <p>Hashtags - #AniMayhem2026, #AniMayhem, #BePartOfTheMayhem Mention - @animayhem_au (TikTok) @animayhem_au (Instagram)</p>	
<p>Post 3</p>	<ul style="list-style-type: none"> ● Thank You Message: ❤️ Record a short, energetic video of your team saying thanks to attendees, creators, and collaborators. Text overlay example: <i>"Thank you for making AniMayhem 2026 unforgettable! ❤️ #AniMayhem2026"</i> ● Event Recap: ⚡ Quick cuts of the weekend's best moments: cosplay, panels, workshops, merch, and fan reactions. Use upbeat music or trending sounds. Hook idea: <i>"In case you missed it... AniMayhem 2026 highlights!"</i> ● Haul or Highlights: 🛒 Showcase your favourite finds from the con – exclusive merch, art prints, or limited-edition items. Overlay text: <i>"Our top picks from AniMayhem 2026!"</i> Include reactions from fans or team members to make it more relatable. ● "See You Next Year" Teaser: ⏳ Build hype for 2027 with a short outro video. Text overlay examples: <ul style="list-style-type: none"> ○ <i>"AniMayhem 2026 may be over... but the mayhem isn't! See you in 2027 🌟"</i> ● Quick montage of smiles, cosplayers, and epic moments fading into your event logo + 2027 dates. <p>Hashtags - #AniMayhem2026, #AniMayhem, #BePartOfTheMayhem Mention - @animayhem_au (TikTok) @animayhem_au (Instagram)</p>	<p>Post Event Highlights</p>

Email

Email Number	Copy	Suggested Date
Email 1	<p>Subject Line: Get Ready for AniMayhem 2026 - May 2-3! 🎉</p> <p>Email Body:</p> <p>Dear <Name>,</p> <p>We're thrilled to invite you to join us live and in person at AniMayhem 2026! Taking place May 2-3, 2026, at the Brisbane Convention & Exhibition Centre, AniMayhem is the ultimate celebration of anime, cosplay, gaming, and all things fandom. Whether you're a first-time visitor or a longtime fan, this is your chance to connect with the community, meet creators, and experience the mayhem up close.</p> <p>Discover exciting panels, exclusive merch, interactive experiences, and all the latest trends from your favourite franchises. Don't miss your chance to be part of one of Australia's biggest fandom events!</p> <p>🔪 Event details and tickets: Grab Your Tickets Now! - https://expertiseevents.eventsair.com/animayhem-2026/animayhemtix26</p> <p>🌐 Learn more about us: <Insert Company Website></p> <p>We can't wait to see you there!</p> <p>Kind regards, <Brand/Business></p>	Anytime
Email 2	<p>Subject Line: Thank You for an Amazing AniMayhem 2026! 🎉</p> <p>Email Body:</p> <p>Dear <Name>,</p> <p>As AniMayhem 2026 comes to a close, we want to extend a huge thank-you to everyone who visited our booth! It was an absolute joy connecting with fans, cosplayers, creators, and the community, and sharing our latest experiences and exclusive releases. <Add highlights or key takeaways from the event – e.g., "Our cosplay photo zone was a huge hit!" or "Thank you for checking out our exclusive merchandise!"></p> <p>Our team is here year-round to support your fandom journey – visit us at <brand website link> to explore our full range of products, merch, and exclusive releases.</p> <p>If you missed us at AniMayhem, you can still check out our event-exclusive items online at <brand website link>.</p> <p>Don't forget to follow us on social media for the latest updates, sneak peeks, and offers: <Facebook link></p>	Post Event

Thank you once again for being part of **AniMayhem 2026**. We can't wait to reconnect with you in 2027!

Kind regards,
<Brand/Business>