

# Event support

## Event guidelines



### How to design a great event experience

Ask yourself what **outcome** you want to achieve - What do you want people to walk away thinking about/ talking about, remembering and using from the event?

**Map every likely experience** - Experiences are made up by a series of simple '*touch points*'. The more we can map the touch points the more we can design them to make them outstanding.

**Pre event experience** - Every contact you have is a '*touch point*'. How do people find out about the event? Via email, phone, SMS campaign or direct mail? What do they look & sound like?

**Arrival experience** - How do people arrive? Where and how will they get there? What will be the first things that they see or are greeted by?

**Venue experience** - How will the venue feel to the participant? How will they use the space? What will they sit on, look at and feel?

**Speaker experience** - what will the speaker be doing to engage & entertain the audience whilst delivering great content and value in their message?

**Energy management** - what will be used to lift & maintain the audiences mental and physical energy?

**Post event follow up**- What will be used to ensure maximum learning transfer?

Are there references, support web sites, free ebooks, or newsletters?

**Design it** - Now that you've mapped the experience how can you improve it? Use some of the following words to help prompt you to create a better experience.

*Stop, reduce, increase, multiply, divide, strengthen, start, stop, reverse, slow, speed up, substitute.*

Eg. How can you *increase* the fun of the event? How can you *speed up* the registration process?

**Good Luck** and have lots of fun creating your next big outstanding event.

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