

HUMAN-CENTRIC EVENT DESIGN PLAYBOOK

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BEFORE WE BEGIN

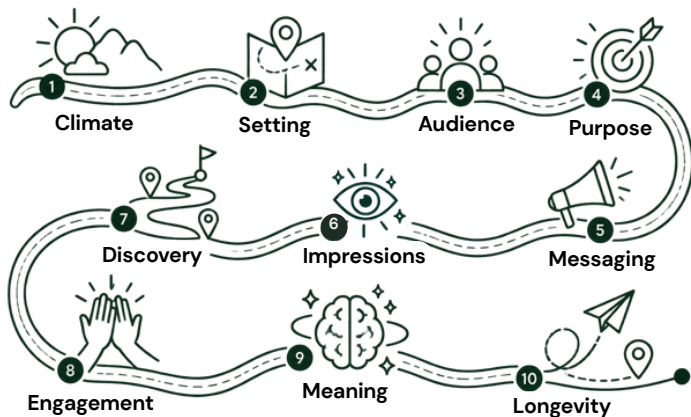
Some notes that will help you get the best possible use from this resource:

This is not an exhaustive list of everything you need to cover to build your event strategy. It is focused on foundational elements you can explore to define the audience experience for your event.

This is not a one-and-done resource! Refer back to it often to ensure these elements always stay top-of-mind throughout your planning process.

THE ROAD MAP

This playbook will cover 10 key points in your event strategy, with a series of questions in each area for you and your team to discuss.



You'll also find:

Key concepts from my
Human First Keynote

Helpful tips or ideas

Important notes

1 CLIMATE

What are the key business goals (long term & short term)?

How does this event fit into the overall marketing strategy?

Is this event part of a series or is it a standalone event?

Breadth

Revenue Generation Methods:

1. Sell more to existing customers
2. Start selling to new customers
3. Expand product/service offerings



2 SETTING



Does the brand have design language and guidelines that will dictate a starting point?

In what setting is the event taking place?

Is there a theme or does the setting guide any sort of theme?

3 AUDIENCE



Who is attending this event? Why are they attending?

Are they attending on purpose or will they see your experience by coincidence? *eg. a pop-up on the beach vs an invite-only conference*

Are they coming because of your brand specifically or will their exposure to your brand be part of a larger experience?

Do you want to make their visit more intentional? If so, how can you do this?

Schedule meetings ahead of time, require RSVP for attendance, implement a theme or dress code

4 PURPOSE

Loyalty to Advocacy
Visibility to Attention
Discovery to Education



How do your brand's goals for this event translate into desired audience behaviour?

Based on what factors is your audience currently making decisions about your brand? How much influence do you have in those decisions and how can you boost the factors you can influence?

What are the desired outcomes for this event? How will you measure the outcomes?

eg. leads captured, meetings scheduled, samples distributed

This is crucial to identify ahead of time so you can prove the event's ROI!

5 MESSAGING



Are there specific products or services that need to be showcased at the event, or is this more for brand presence and awareness? *eg. a trade show vs a themed pop-up for a movie launch*

How can you implement the six principles of “stickiness” to make sure your messaging is impactful and memorable?

Simple, Unexpected,
Concrete, Credible,
Emotional, Stories

What is the messaging hierarchy, i.e. what are the most important takeaways and what are the auxiliary ones?

6 IMPRESSIONS

What do you want the guests to feel as they walk in?

Think about all the senses

Remember, more sensory input is not necessarily better; for it to work they have to be congruent



Revisit your messaging hierarchy – if your guests were only spending 10 seconds in the space, what would we want their key takeaway(s) to be?

7 **DISCOVERY**



Is there a progressive narrative or journey to the guest's experience?

How can you ensure your messaging hierarchy is reflected in the journey? What is the main objective and what are the "side quests"?

Is there any unavoidable "friction" already that you can leverage?

What might happen between the programmed moments? Are there any points you can add "friction" to create opportunities for chance encounters?

8 ENGAGEMENT



How do you want people to interact with the content? Does it require having a conversation or working in groups, or is it an individual experience?

eg. a skincare brand creating solo meditation pods vs. a tech company demonstrating virtual meeting technology in a conference room

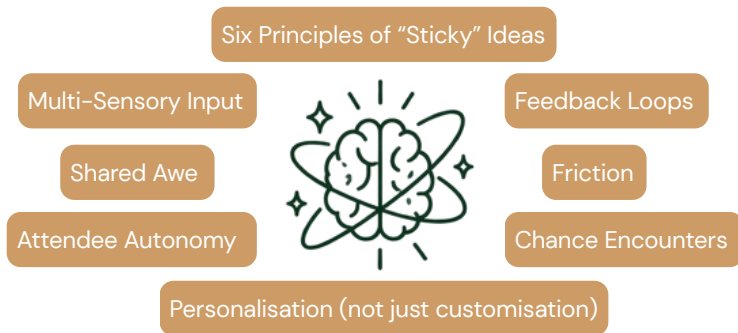
This should relate back to the product or service your brand is offering – is the product designed to create community or to be experienced individually?

How can you ensure your event has depth?

B2C – Not just attention, not just reaction, but meaning & investment
B2B – Not just hospitality, not just education, but relationship building

9 MEANING

How will you add meaning to the experience in a way that people will remember afterwards?



10 LONGEVITY

How can you encourage guests to continue their relationship with your brand after they have left the event?

Think about social media and giveaways. Word of mouth is one of the strongest forms of marketing!

Use thorough and intentional feedback collection to not only improve your events in the future, but to give the audience the validation that their opinions are important to you! This will contribute to brand loyalty.

