

# EVENT DESIGN

Who am I with this group?

PROCESSING

1

WHO'S COMING



3

WHAT?  
CONTENT IS MOST IMPORTANT

+

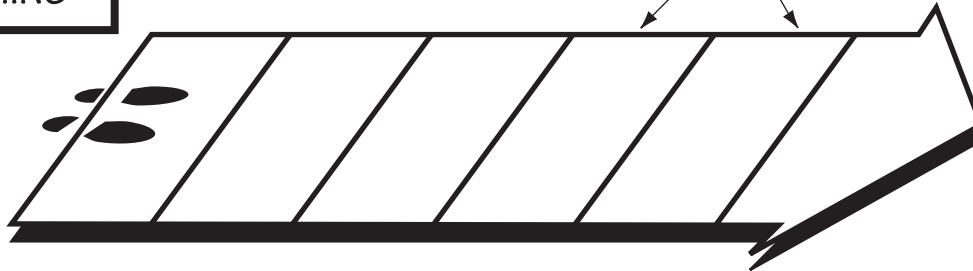
4

HOW?  
INTERACTION

"CHUNKS"

2

OUTCOMES  
BOTTOM LINE BY THE END OF THE EVENT

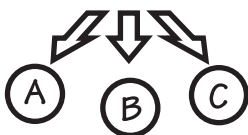


Begin well — Main event — Wrapping up

5

DESIGN/WORKSHOP FRAMEWORK

- PRIVATE AGENDA
- CONTINGENCY PLANNING for FLEXIBILITY



6

WITH A WORKSHOP DESIGN IN HAND

- WATCH
- MODIFY
- CHANGE COURSE IF NEEDED